

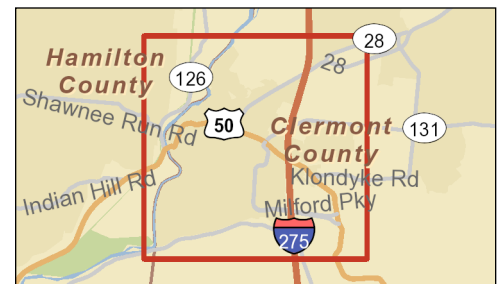
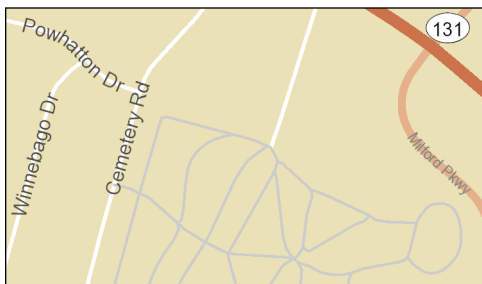
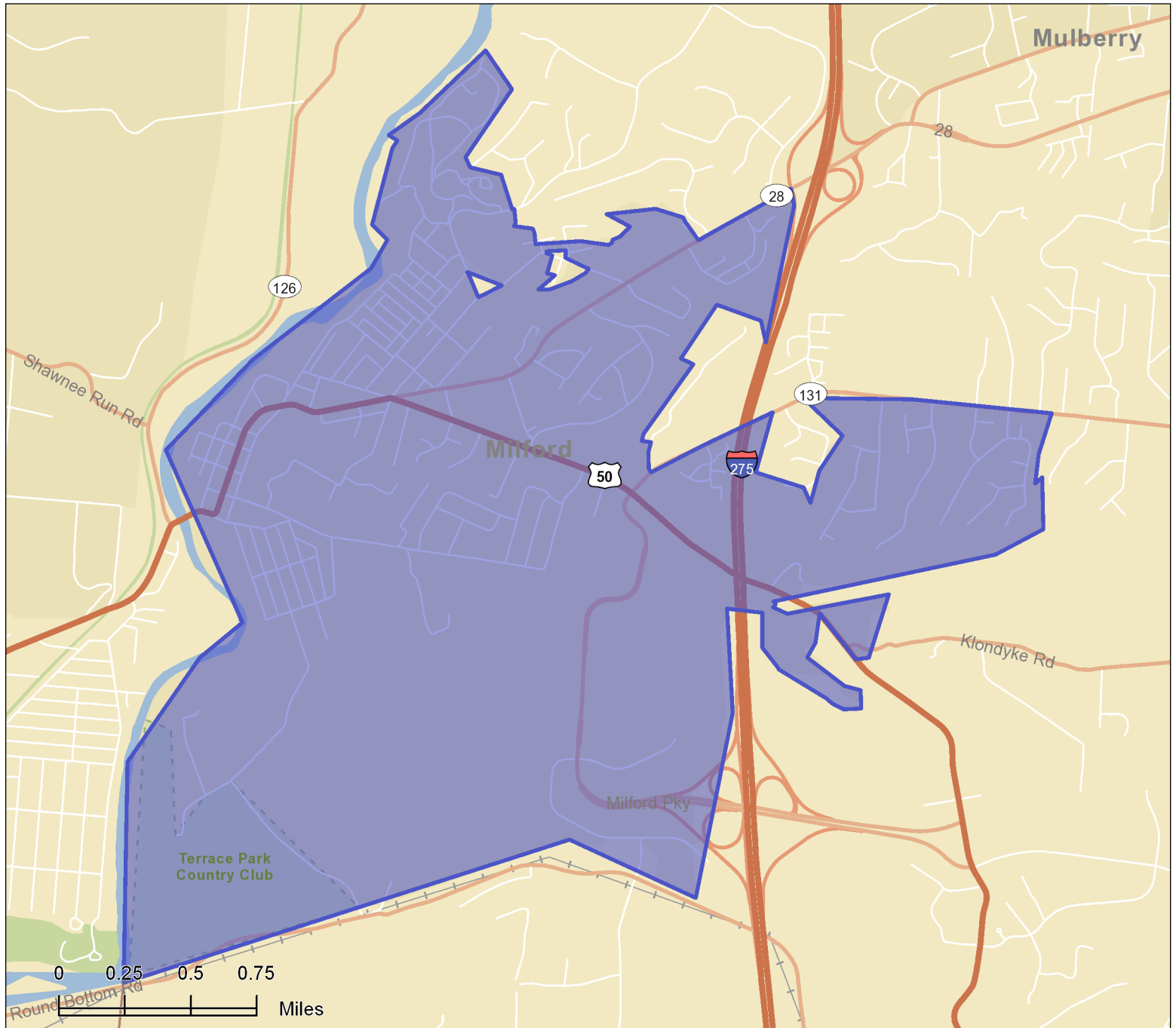


CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Site Map

Milford, OH  
Standard Geography

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)



March 27, 2012



## Market Profile

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Milford city, OH (3902550...

### Population Summary

2000 Total Population	6,249
2000 Group Quarters	123
2010 Total Population	6,563
2015 Total Population	6,706
2010-2015 Annual Rate	0.43%

### Household Summary

2000 Households	2,929
2000 Average Household Size	2.09
2010 Households	3,126
2010 Average Household Size	2.06
2015 Households	3,204
2015 Average Household Size	2.05
2010-2015 Annual Rate	0.49%
2000 Families	1,527
2000 Average Family Size	2.92
2010 Families	1,625
2010 Average Family Size	2.86
2015 Families	1,650
2015 Average Family Size	2.86
2010-2015 Annual Rate	0.31%

### Housing Unit Summary

2000 Housing Units	3,093
Owner Occupied Housing Units	47.1%
Renter Occupied Housing Units	47.6%
Vacant Housing Units	5.3%
2010 Housing Units	3,405
Owner Occupied Housing Units	46.5%
Renter Occupied Housing Units	45.3%
Vacant Housing Units	8.2%
2015 Housing Units	3,558
Owner Occupied Housing Units	45.6%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	9.9%

### Median Household Income

2000	\$32,220
2010	\$46,148
2015	\$54,388

### Median Home Value

2000	\$110,043
2010	\$140,211
2015	\$156,189

### Per Capita Income

2000	\$22,454
2010	\$28,159
2015	\$32,066

### Median Age

2000	39.0
2010	42.9
2015	43.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2000 Households by Income

Household Income Base	2,958
<\$15,000	22.0%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	17.1%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	0.7%
\$200,000+	2.1%
Average Household Income	\$47,286

### 2010 Households by Income

Household Income Base	3,128
<\$15,000	15.8%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	1.8%
\$200,000+	2.1%
Average Household Income	\$59,284

### 2015 Households by Income

Household Income Base	3,205
<\$15,000	14.4%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	2.5%
\$200,000+	2.6%
Average Household Income	\$67,291

### 2000 Owner Occupied Housing Units by Value

Total	1,449
<\$50,000	10.8%
\$50,000 - \$99,999	31.1%
\$100,000 - \$149,999	25.0%
\$150,000 - \$199,999	24.1%
\$200,000 - \$299,999	7.8%
\$300,000 - \$499,999	0.5%
\$500,000 - \$999,999	0.7%
\$1,000,000 +	0.0%
Average Home Value	\$127,657

### 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,549
With Cash Rent	94.4%
No Cash Rent	5.6%
Median Rent	\$438
Average Rent	\$453

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Milford city, OH (3902550176)

### 2000 Population by Age

Total	6,249
0 - 4	6.7%
5 - 9	6.2%
10 - 14	6.3%
15 - 24	11.0%
25 - 34	13.8%
35 - 44	14.9%
45 - 54	11.5%
55 - 64	8.2%
65 - 74	8.5%
75 - 84	8.1%
85 +	4.8%
18 +	77.5%

### 2010 Population by Age

Total	6,565
0 - 4	6.0%
5 - 9	5.8%
10 - 14	5.4%
15 - 24	11.5%
25 - 34	12.0%
35 - 44	11.8%
45 - 54	14.3%
55 - 64	11.6%
65 - 74	8.0%
75 - 84	7.4%
85 +	6.1%
18 +	79.6%

### 2015 Population by Age

Total	6,707
0 - 4	5.8%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	11.0%
25 - 34	12.7%
35 - 44	10.8%
45 - 54	12.6%
55 - 64	12.9%
65 - 74	10.0%
75 - 84	7.0%
85 +	6.0%
18 +	79.7%

### 2000 Population by Sex

Males	44.7%
Females	55.3%

### 2010 Population by Sex

Males	45.8%
Females	54.2%

### 2015 Population by Sex

Males	46.0%
Females	54.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## Market Profile

Milford, OH  
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### 2000 Population by Race/Ethnicity

Total	6,249
White Alone	95.1%
Black Alone	3.3%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.3%
Two or More Races	0.7%
Hispanic Origin	0.9%
Diversity Index	11.1

### 2010 Population by Race/Ethnicity

Total	6,563
White Alone	94.2%
Black Alone	3.8%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.4%
Two or More Races	0.9%
Hispanic Origin	1.1%
Diversity Index	13.1

### 2015 Population by Race/Ethnicity

Total	6,707
White Alone	93.4%
Black Alone	4.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	1.4%
Diversity Index	14.9

### 2000 Population 3+ by School Enrollment

Total	6,007
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	10.2%
Enrolled in Grade 9-12	4.6%
Enrolled in College	2.7%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	78.7%

### 2010 Population 25+ by Educational Attainment

Total	4,672
Less Than 9th Grade	4.9%
9th to 12th Grade, No Diploma	10.6%
High School Graduate	30.4%
Some College, No Degree	18.8%
Associate Degree	7.0%
Bachelor's Degree	17.8%
Graduate/Professional Degree	10.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## Market Profile

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### 2010 Population 15+ by Marital Status

Total	5,427
Never Married	23.1%
Married	50.5%
Widowed	12.1%
Divorced	14.3%

### 2000 Population 16+ by Employment Status

Total	5,036
In Labor Force	61.5%
Civilian Employed	58.8%
Civilian Unemployed	2.7%
In Armed Forces	0.0%
Not In Labor Force	38.5%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	87.8%
Civilian Unemployed	12.2%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.0%
Civilian Unemployed	10.0%

### 2000 Females 16+ by Employment Status and Age of Children

Total	2,869
Own Children < 6 Only	7.8%
Employed/in Armed Forces	6.2%
Unemployed	0.0%
Not in Labor Force	1.5%
Own Children <6 and 6-17 Only	4.6%
Employed/in Armed Forces	3.1%
Unemployed	0.0%
Not in Labor Force	1.5%
Own Children 6-17 Only	11.4%
Employed/in Armed Forces	7.6%
Unemployed	1.1%
Not in Labor Force	2.7%
No Own Children < 18	76.2%
Employed/in Armed Forces	33.6%
Unemployed	1.2%
Not in Labor Force	41.4%

### 2010 Employed Population 16+ by Industry

Total	2,918
Agriculture/Mining	0.0%
Construction	7.1%
Manufacturing	10.2%
Wholesale Trade	4.3%
Retail Trade	10.1%
Transportation/Utilities	2.7%
Information	1.0%
Finance/Insurance/Real Estate	8.1%
Services	53.4%
Public Administration	3.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2010 Employed Population 16+ by Occupation

Total	2,919
White Collar	59.2%
Management/Business/Financial	12.7%
Professional	22.1%
Sales	10.0%
Administrative Support	14.4%
Services	22.2%
Blue Collar	18.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	2.1%
Production	5.2%
Transportation/Material Moving	4.8%

### 2000 Workers 16+ by Means of Transportation to Work

Total	2,884
Drove Alone - Car, Truck, or Van	80.9%
Carpooled - Car, Truck, or Van	10.1%
Public Transportation	1.2%
Walked	2.1%
Other Means	1.2%
Worked at Home	4.5%

### 2000 Workers 16+ by Travel Time to Work

Total	2,884
Did not Work at Home	95.5%
Less than 5 minutes	6.2%
5 to 9 minutes	8.8%
10 to 19 minutes	26.3%
20 to 24 minutes	15.2%
25 to 34 minutes	24.7%
35 to 44 minutes	6.6%
45 to 59 minutes	5.0%
60 to 89 minutes	1.1%
90 or more minutes	1.6%
Worked at Home	4.5%
Average Travel Time to Work (in min)	22.7

### 2000 Households by Vehicles Available

Total	2,998
None	14.5%
1	41.8%
2	31.4%
3	10.3%
4	1.7%
5+	0.3%
Average Number of Vehicles Available	1.4

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2000 Households by Type

Total	2,929
Family Households	52.1%
Married-couple Family	39.5%
With Related Children	17.5%
Other Family (No Spouse)	12.7%
With Related Children	8.6%
Nonfamily Households	47.9%
Householder Living Alone	43.1%
Householder Not Living Alone	4.7%
Households with Related Children	26.1%
Households with Persons 65+	33.8%

### 2000 Households by Size

Total	2,929
1 Person Household	43.1%
2 Person Household	28.5%
3 Person Household	12.9%
4 Person Household	9.4%
5 Person Household	4.5%
6 Person Household	1.2%
7 + Person Household	0.4%

### 2000 Households by Year Householder Moved In

Total	2,998
Moved in 1999 to March 2000	23.7%
Moved in 1995 to 1998	33.2%
Moved in 1990 to 1994	17.0%
Moved in 1980 to 1989	11.9%
Moved in 1970 to 1979	6.8%
Moved in 1969 or Earlier	7.4%
Median Year Householder Moved In	1996

### 2000 Housing Units by Units in Structure

Total	3,177
1, Detached	41.0%
1, Attached	5.7%
2	2.7%
3 or 4	2.4%
5 to 9	5.8%
10 to 19	24.1%
20 +	14.4%
Mobile Home	4.0%
Other	0.0%

### 2000 Housing Units by Year Structure Built

Total	3,177
1999 to March 2000	1.0%
1995 to 1998	7.6%
1990 to 1994	6.0%
1980 to 1989	7.8%
1970 to 1979	23.5%
1969 or Earlier	54.2%
Median Year Structure Built	1966

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

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### Top 3 Tapestry Segments

1. Retirement Communities
2. Main Street, USA
3. Simple Living

### 2010 Consumer Spending

Apparel & Services: Total \$	\$4,516,623
Average Spent	\$1,444.86
Spending Potential Index	60
Computers & Accessories: Total \$	\$587,321
Average Spent	\$187.88
Spending Potential Index	85
Education: Total \$	\$3,399,515
Average Spent	\$1,087.50
Spending Potential Index	89
Entertainment/Recreation: Total \$	\$8,639,555
Average Spent	\$2,763.77
Spending Potential Index	86
Food at Home: Total \$	\$12,111,740
Average Spent	\$3,874.52
Spending Potential Index	87
Food Away from Home: Total \$	\$8,643,334
Average Spent	\$2,764.98
Spending Potential Index	86
Health Care: Total \$	\$10,276,547
Average Spent	\$3,287.44
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$4,747,358
Average Spent	\$1,518.67
Spending Potential Index	74
Investments: Total \$	\$4,527,548
Average Spent	\$1,448.35
Spending Potential Index	83
Retail Goods: Total \$	\$62,721,832
Average Spent	\$20,064.57
Spending Potential Index	81
Shelter: Total \$	\$43,256,847
Average Spent	\$13,837.76
Spending Potential Index	88
TV/Video/Audio: Total \$	\$3,343,070
Average Spent	\$1,069.44
Spending Potential Index	86
Travel: Total \$	\$5,035,421
Average Spent	\$1,610.82
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$2,505,128
Average Spent	\$801.38
Spending Potential Index	85

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Made with Esri Business Analyst

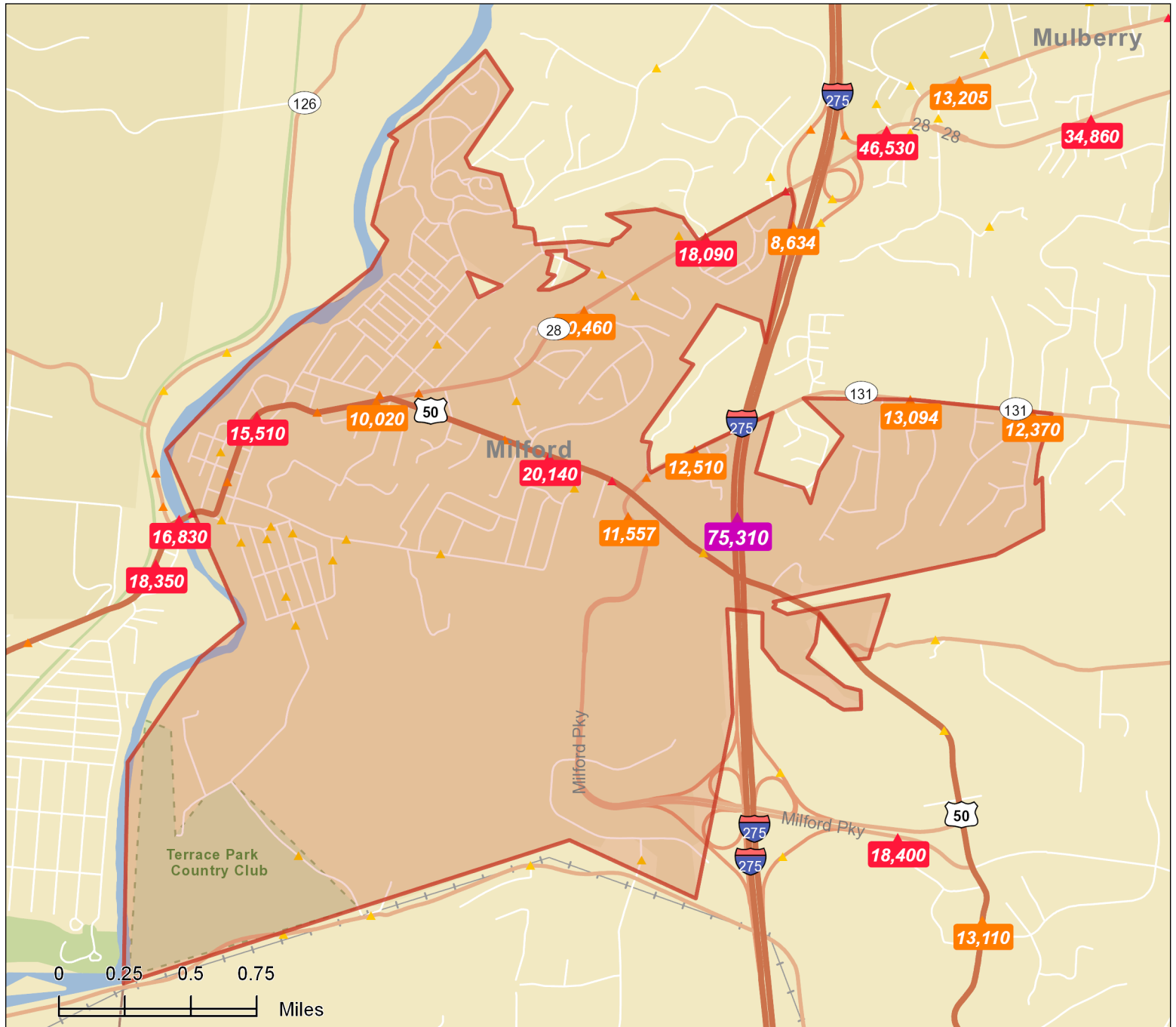


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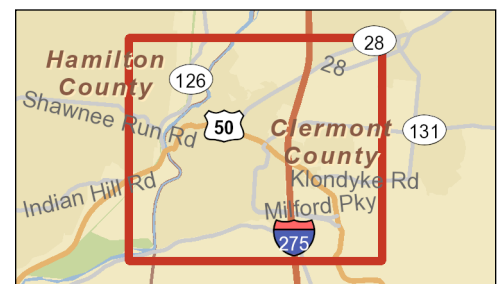
# Traffic Count Map

Milford, OH

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**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



# Business Summary

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

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Data for all businesses in area			Milford city, OH (3902550...	
Total Businesses:			523	
Total Employees:			6,423	
Total Residential Population:			6,563	
Employee/Residential Population Ratio:			0.98	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	13	2.5%	96	1.5%
Construction	28	5.4%	409	6.4%
Manufacturing	13	2.5%	519	8.1%
Transportation	10	1.9%	181	2.8%
Communication	2	0.4%	3	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	21	4.0%	168	2.6%
Retail Trade Summary	159	30.4%	3,356	52.3%
Home Improvement	8	1.5%	130	2.0%
General Merchandise Stores	7	1.3%	671	10.4%
Food Stores	15	2.9%	888	13.8%
Auto Dealers, Gas Stations, Auto Aftermarket	18	3.4%	183	2.8%
Apparel & Accessory Stores	1	0.2%	7	0.1%
Furniture & Home Furnishings	12	2.3%	51	0.8%
Eating & Drinking Places	48	9.2%	1,223	19.0%
Miscellaneous Retail	50	9.6%	203	3.2%
Finance, Insurance, Real Estate Summary	68	13.0%	261	4.1%
Banks, Savings & Lending Institutions	23	4.4%	129	2.0%
Securities Brokers	8	1.5%	10	0.2%
Insurance Carriers & Agents	18	3.4%	60	0.9%
Real Estate, Holding, Other Investment Offices	19	3.6%	62	1.0%
Services Summary	184	35.2%	1,283	20.0%
Hotels & Lodging	2	0.4%	31	0.5%
Automotive Services	24	4.6%	144	2.2%
Motion Pictures & Amusements	14	2.7%	150	2.3%
Health Services	22	4.2%	356	5.5%
Legal Services	6	1.1%	12	0.2%
Education Institutions & Libraries	8	1.5%	119	1.9%
Other Services	108	20.7%	471	7.3%
Government	17	3.3%	147	2.3%
Other	8	1.5%	0	0.0%
Totals	523	100%	6,423	100%

**Source:** Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012

# Business Summary

Milford, OH  
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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.4%	2	0.0%
Mining	1	0.2%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	28	5.4%	409	6.4%
Manufacturing	14	2.7%	515	8.0%
Wholesale Trade	18	3.4%	160	2.5%
Retail Trade	104	19.9%	2,109	32.8%
Motor Vehicle & Parts Dealers	13	2.5%	166	2.6%
Furniture & Home Furnishings Stores	5	1.0%	20	0.3%
Electronics & Appliance Stores	6	1.1%	32	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	7	1.3%	130	2.0%
Food & Beverage Stores	8	1.5%	860	13.4%
Health & Personal Care Stores	10	1.9%	57	0.9%
Gasoline Stations	5	1.0%	17	0.3%
Clothing & Clothing Accessories Stores	4	0.8%	28	0.4%
Sport Goods, Hobby, Book, & Music Stores	10	1.9%	28	0.4%
General Merchandise Stores	7	1.3%	671	10.4%
Miscellaneous Store Retailers	28	5.4%	100	1.6%
Nonstore Retailers	1	0.2%	0	0.0%
Transportation & Warehousing	13	2.5%	201	3.1%
Information	8	1.5%	17	0.3%
Finance & Insurance	49	9.4%	199	3.1%
Central Bank/Credit Intermediation & Related Activities	23	4.4%	129	2.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	8	1.5%	10	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	18	3.4%	60	0.9%
Real Estate, Rental & Leasing	24	4.6%	92	1.4%
Professional, Scientific & Tech Services	46	8.8%	196	3.1%
Legal Services	7	1.3%	15	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	15	2.9%	131	2.0%
Educational Services	8	1.5%	121	1.9%
Health Care & Social Assistance	28	5.4%	389	6.1%
Arts, Entertainment & Recreation	13	2.5%	149	2.3%
Accommodation & Food Services	52	9.9%	1,266	19.7%
Accommodation	2	0.4%	31	0.5%
Food Services & Drinking Places	50	9.6%	1,235	19.2%
Other Services (except Public Administration)	74	14.1%	315	4.9%
Automotive Repair & Maintenance	18	3.4%	114	1.8%
Public Administration	17	3.3%	147	2.3%
Unclassified Establishments	9	1.7%	5	0.1%
<b>Total</b>	<b>523</b>	<b>100%</b>	<b>6,423</b>	<b>100%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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# Retail MarketPlace Profile

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

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## Summary Demographics

2010 Population	6,563
2010 Households	3,126
2010 Median Disposable Income	\$36,946
2010 Per Capita Income	\$28,159

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$68,794,690	\$291,404,573	\$-222,609,883	-61.8	168
Total Retail Trade	44-45	\$58,639,440	\$238,603,798	\$-179,964,358	-60.5	113
Total Food & Drink	722	\$10,155,250	\$52,800,775	\$-42,645,525	-67.7	55

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,262,224	\$42,014,873	\$-28,752,649	-52.0	13
Automobile Dealers	4411	\$11,244,408	\$38,539,178	\$-27,294,770	-54.8	6
Other Motor Vehicle Dealers	4412	\$909,899	\$0	\$909,899	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,107,917	\$3,475,695	\$-2,367,778	-51.7	7
Furniture & Home Furnishings Stores	442	\$975,885	\$3,934,901	\$-2,959,016	-60.3	6
Furniture Stores	4421	\$498,630	\$1,737,551	\$-1,238,921	-55.4	4
Home Furnishings Stores	4422	\$477,255	\$2,197,350	\$-1,720,095	-64.3	2
Electronics & Appliance Stores	4431	\$2,393,124	\$10,541,583	\$-8,148,459	-63.0	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,170,459	\$3,408,908	\$-1,238,449	-22.2	7
Bldg Material & Supplies Dealers	4441	\$2,049,870	\$3,249,272	\$-1,199,402	-22.6	4
Lawn & Garden Equip & Supply Stores	4442	\$120,589	\$159,636	\$-39,047	-13.9	3
Food & Beverage Stores	445	\$10,692,654	\$92,016,378	\$-81,323,724	-79.2	8
Grocery Stores	4451	\$10,249,691	\$89,805,630	\$-79,555,939	-79.5	6
Specialty Food Stores	4452	\$152,835	\$2,210,748	\$-2,057,913	-87.1	2
Beer, Wine & Liquor Stores	4453	\$290,128	\$0	\$290,128	100.0	0
Health & Personal Care Stores	446,4461	\$1,233,701	\$7,802,043	\$-6,568,342	-72.7	12
Gasoline Stations	447,4471	\$9,805,055	\$11,366,468	\$-1,561,413	-7.4	5
Clothing & Clothing Accessories Stores	448	\$1,712,359	\$1,313,132	\$399,227	13.2	5
Clothing Stores	4481	\$1,243,478	\$453,832	\$789,646	46.5	2
Shoe Stores	4482	\$272,492	\$0	\$272,492	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$196,389	\$859,300	\$-662,911	-62.8	3
Sporting Goods, Hobby, Book & Music Stores	451	\$273,720	\$747,541	\$-473,821	-46.4	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$210,305	\$747,541	\$-537,236	-56.1	11
Book, Periodical & Music Stores	4512	\$63,415	\$0	\$63,415	100.0	0
General Merchandise Stores	452	\$9,734,121	\$60,774,115	\$-51,039,994	-72.4	6
Department Stores Excluding Leased Depts.	4521	\$4,121,267	\$39,910,248	\$-35,788,981	-81.3	4
Other General Merchandise Stores	4529	\$5,612,854	\$20,863,867	\$-15,251,013	-57.6	2
Miscellaneous Store Retailers	453	\$824,890	\$4,036,185	\$-3,211,295	-66.1	32
Florists	4531	\$44,597	\$354,171	\$-309,574	-77.6	5
Office Supplies, Stationery & Gift Stores	4532	\$284,119	\$1,302,903	\$-1,018,784	-64.2	7
Used Merchandise Stores	4533	\$18,891	\$323,359	\$-304,468	-89.0	5
Other Miscellaneous Store Retailers	4539	\$477,283	\$2,055,752	\$-1,578,469	-62.3	15
Nonstore Retailers	454	\$5,561,248	\$647,671	\$4,913,577	79.1	1
Electronic Shopping & Mail-Order Houses	4541	\$5,178,741	\$0	\$5,178,741	100.0	0
Vending Machine Operators	4542	\$7,896	\$0	\$7,896	100.0	0
Direct Selling Establishments	4543	\$374,611	\$647,671	\$-273,060	-26.7	1
Food Services & Drinking Places	722	\$10,155,250	\$52,800,775	\$-42,645,525	-67.7	55
Full-Service Restaurants	7221	\$3,625,246	\$20,978,951	\$-17,353,705	-70.5	26
Limited-Service Eating Places	7222	\$5,622,396	\$31,549,171	\$-25,926,775	-69.7	28
Special Food Services	7223	\$710,713	\$272,653	\$438,060	44.5	1
Drinking Places - Alcoholic Beverages	7224	\$196,895	\$0	\$196,895	100.0	0

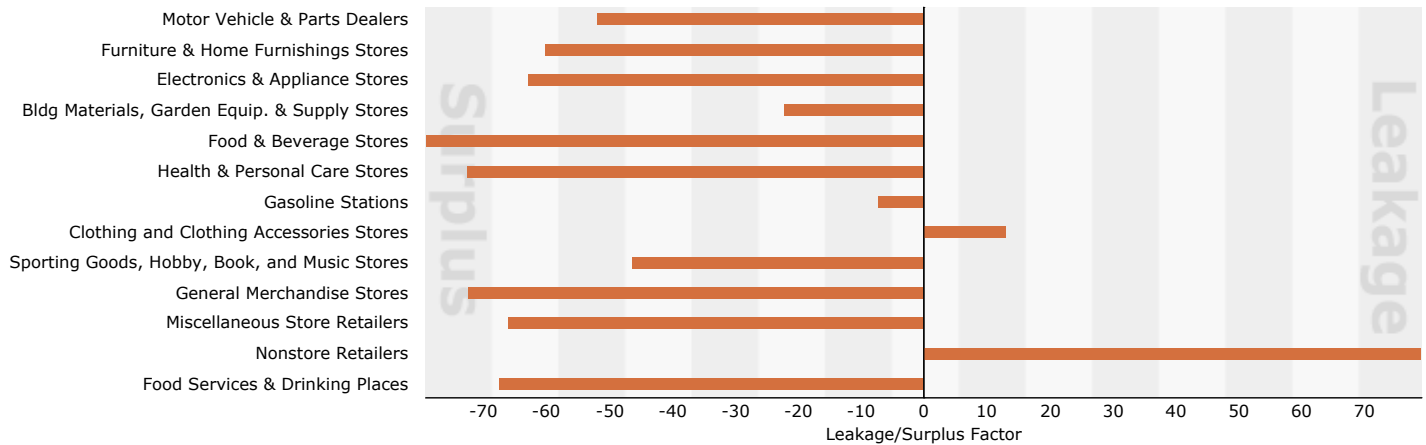
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





## Retail Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Demographic Summary		2010	2015
Population		6,563	6,706
Total Number of Adults		5,221	5,348
Households		3,126	3,204
Median Household Income		\$46,148	\$54,388

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	2,460	47.1%	94
Bought any women's apparel in last 12 months	2,437	46.7%	102
Bought apparel for child <13 in last 6 months	1,344	25.7%	90
Bought any shoes in last 12 months	2,639	50.5%	97
Bought costume jewelry in last 12 months	1,115	21.4%	102
Bought any fine jewelry in last 12 months	1,168	22.4%	102
Bought a watch in last 12 months	953	18.3%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,618	83.7%	97
HH bought/leased new vehicle last 12 mo	303	9.7%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,529	86.7%	100
Bought/changed motor oil in last 12 months	2,628	50.3%	96
Had tune-up in last 12 months	1,627	31.2%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,206	61.4%	99
Drank regular cola in last 6 months	2,535	48.6%	95
Drank beer/ale in last 6 months	2,289	43.8%	103
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	672	12.9%	100
Bought film in last 12 months	1,031	19.7%	103
Bought digital camera in last 12 months	376	7.2%	105
Bought memory card for camera in last 12 months	392	7.5%	98
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,796	34.4%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,116	21.4%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,723	33.0%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	1,003	19.2%	91
<b>Computers (Households)</b>			
HH owns a personal computer	2,236	71.5%	97
Spent <\$500 on most recent home PC purchase	282	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	557	17.8%	100
Spent \$1000-\$1499 on most recent home PC purchase	410	13.1%	100
Spent \$1500-\$1999 on most recent home PC purchase	205	6.6%	92
Spent \$2000+ on most recent home PC purchase	175	5.6%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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## Retail Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,144	60.2%	100
Bought cigarettes at convenience store in last 30 days	812	15.6%	100
Bought gas at convenience store in last 30 days	1,706	32.7%	97
Spent at convenience store in last 30 days: <\$20	493	9.4%	98
Spent at convenience store in last 30 days: \$20-39	597	11.4%	112
Spent at convenience store in last 30 days: \$40+	1,814	34.7%	97
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	3,087	59.1%	100
Went to live theater in last 12 months	734	14.1%	107
Went to a bar/night club in last 12 months	1,030	19.7%	103
Dined out in last 12 months	2,647	50.7%	103
Gambled at a casino in last 12 months	912	17.5%	109
Visited a theme park in last 12 months	1,089	20.9%	97
DVDs rented in last 30 days: 1	137	2.6%	99
DVDs rented in last 30 days: 2	247	4.7%	102
DVDs rented in last 30 days: 3	169	3.2%	101
DVDs rented in last 30 days: 4	219	4.2%	108
DVDs rented in last 30 days: 5+	722	13.8%	105
DVDs purchased in last 30 days: 1	220	4.2%	85
DVDs purchased in last 30 days: 2	262	5.0%	106
DVDs purchased in last 30 days: 3-4	183	3.5%	76
DVDs purchased in last 30 days: 5+	227	4.3%	84
Spent on toys/games in last 12 months: <\$50	330	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	129	2.5%	90
Spent on toys/games in last 12 months: \$100-\$199	368	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	620	11.9%	110
Spent on toys/games in last 12 months: \$500+	310	5.9%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	963	18.4%	96
Used ATM/cash machine in last 12 months	2,772	53.1%	104
Own any stock	567	10.9%	118
Own U.S. savings bond	361	6.9%	101
Own shares in mutual fund (stock)	508	9.7%	104
Own shares in mutual fund (bonds)	355	6.8%	115
Used full service brokerage firm in last 12 months	387	7.4%	120
Have savings account	2,011	38.5%	106
Have 401K retirement savings	878	16.8%	95
Did banking over the Internet in last 12 months	1,463	28.0%	103
Own any credit/debit card (in own name)	4,077	78.1%	106
Avg monthly credit card expenditures: <\$111	753	14.4%	104
Avg monthly credit card expenditures: \$111-225	426	8.2%	105
Avg monthly credit card expenditures: \$226-450	432	8.3%	111
Avg monthly credit card expenditures: \$451-700	346	6.6%	104
Avg monthly credit card expenditures: \$701+	727	13.9%	104

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,823	73.2%	103
Used bread in last 6 months	5,065	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	4,040	77.4%	100
Used fish/seafood (fresh or frozen) in last 6 months	2,923	56.0%	106
Used fresh fruit/vegetables in last 6 months	4,617	88.4%	101
Used fresh milk in last 6 months	4,767	91.3%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,610	30.8%	103
Exercise at club 2+ times per week	645	12.4%	101
Visited a doctor in last 12 months	4,205	80.5%	104
Used vitamin/dietary supplement in last 6 months	2,680	51.3%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	957	30.6%	97
Used housekeeper/maid/prof HH cleaning service in the last 12 months	543	17.4%	111
Purchased any HH furnishing in last 12 months	965	30.9%	103
Purchased bedding/bath goods in last 12 months	1,742	55.7%	102
Purchased cooking/serving product in last 12 months	884	28.3%	103
Bought any kitchen appliance in last 12 months	570	18.2%	104
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,574	49.3%	103
Have medical/hospital/accident insurance	3,946	75.6%	105
Carry homeowner insurance	2,617	50.1%	95
Carry renter insurance	421	8.1%	131
Have auto/other vehicle insurance	4,389	84.1%	101
<b>Pets (Households)</b>			
HH owns any pet	1,396	44.7%	86
HH owns any cat	705	22.6%	94
HH owns any dog	925	29.6%	78
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	2,715	52.0%	104
Read any daily newspaper	2,444	46.8%	113
Heavy magazine reader	1,006	19.3%	97
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	3,905	74.8%	104
Went to family restaurant/steak house last mo: <2 times	1,316	25.2%	98
Went to family restaurant/steak house last mo: 2-4 times	1,481	28.4%	105
Went to family restaurant/steak house last mo: 5+ times	1,109	21.2%	109
Went to fast food/drive-in restaurant in last 6 mo	4,626	88.6%	100
Went to fast food/drive-in restaurant <6 times/mo	1,880	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/mo	1,495	28.6%	99
Went to fast food/drive-in restaurant 14+ times/mo	1,251	24.0%	96
Fast food/drive-in last 6 mo: eat in	1,917	36.7%	97
Fast food/drive-in last 6 mo: home delivery	507	9.7%	93
Fast food/drive-in last 6 mo: take-out/drive-thru	2,694	51.6%	98
Fast food/drive-in last 6 mo: take-out/walk-in	1,233	23.6%	96

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## Retail Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	2,045	65.4%	101
HH average monthly long distance phone bill: <\$16	914	29.2%	106
HH average monthly long distance phone bill: \$16-25	366	11.7%	102
HH average monthly long distance phone bill: \$26-59	281	9.0%	98
HH average monthly long distance phone bill: \$60+	122	3.9%	88
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	630	20.2%	102
HH owns 2 TVs	908	29.0%	111
HH owns 3 TVs	688	22.0%	98
HH owns 4+ TVs	575	18.4%	88
HH subscribes to cable TV	2,149	68.7%	119
HH Purchased audio equipment in last 12 months	301	9.6%	99
HH Purchased CD player in last 12 months	135	4.3%	112
HH Purchased DVD player in last 12 months	327	10.5%	108
HH Purchased MP3 player in last 12 months	522	10.0%	98
HH Purchased video game system in last 12 months	271	8.7%	81
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,807	53.8%	103
Took 3+ domestic trips in last 12 months	803	15.4%	104
Spent on domestic vacations last 12 mo: <\$1000	688	13.2%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	352	6.7%	100
Spent on domestic vacations last 12 mo: \$1500-\$1999	226	4.3%	106
Spent on domestic vacations last 12 mo: \$2000-\$2999	196	3.8%	91
Spent on domestic vacations last 12 mo: \$3000+	268	5.1%	102
Foreign travel in last 3 years	1,344	25.7%	100
Took 3+ foreign trips by plane in last 3 years	225	4.3%	91
Spent on foreign vacations last 12 mo: <\$1000	317	6.1%	102
Spent on foreign vacations last 12 mo: \$1000-\$2999	195	3.7%	92
Spent on foreign vacations last 12 mo: \$3000+	248	4.8%	97
Stayed 1+ nights at hotel/motel in last 12 months	2,093	40.1%	99

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,563	6,706
Population 18+		5,221	5,348
Households		3,126	3,204
Median Household Income		\$46,148	\$54,388
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	2,236	71.5%	97
Purchased home PC in last 12 months	476	15.2%	97
Purchased home PC 1-2 years ago	692	22.1%	98
Purchased home PC 3-4 years ago	607	19.4%	100
Purchased home PC 5+ years ago	293	9.4%	101
Spent <\$500 on home PC (most recent purchase)	282	9.0%	104
Spent \$500-999 on home PC (most recent purchase)	557	17.8%	100
Spent \$1000-1499 on home PC (most recent purchase)	410	13.1%	100
Spent \$1500-1999 on home PC (most recent purchase)	205	6.6%	92
Spent \$2000+ on home PC (most recent purchase)	175	5.6%	90
Purchased home PC at computer superstore	380	12.2%	95
Purchased home PC at department store	150	4.8%	97
Purchased home PC direct from manufacturer	425	13.6%	98
Purchased home PC at electronics store	347	11.1%	101
Purchased home PC on Internet	252	8.1%	94
Purchased home PC at warehouse discount outlet	61	2.0%	89
HH owns desktop PC	1,727	55.3%	96
HH owns laptop/notebook/tablet PC	937	30.0%	96
HH owns any Apple/Mac clone brand PC	176	5.6%	90
HH owns any IBM/IBM compatible brand PC	2,049	65.6%	97
Brand of PC that HH owns: Compaq	277	8.9%	105
Brand of PC that HH owns: Dell	931	29.8%	96
Brand of PC that HH owns: Gateway	194	6.2%	93
Brand of PC that HH owns: Hewlett Packard	438	14.0%	90
Brand of PC that HH owns: Sony Vaio	77	2.5%	85
Child (under 18) uses home PC	542	17.4%	82
HH owns CD burner	1,122	35.9%	97
HH owns CD ROM drive	1,172	37.5%	96
HH owns DVD drive	755	24.1%	97
HH owns DVD-RW (DVD burner)	602	19.2%	94
HH owns external hard drive	420	13.5%	95
HH owns flash drive	593	19.0%	92
HH owns LAN/network interface card	330	10.5%	95
HH owns inkjet printer	1,281	41.0%	96
HH owns laser printer	410	13.1%	96
HH owns modem/fax modem	618	19.8%	95
HH owns removable cartridge storage device	177	5.7%	98
HH owns scanner	840	26.9%	94
HH owns PC speakers	1,254	40.1%	96
HH owns tape backup	87	2.8%	104
HH owns webcam	355	11.4%	100
HH owns software: accounting	243	7.8%	87
HH owns software: communications/fax	236	7.6%	92
HH owns software: database/filing	253	8.1%	99
HH owns software: desktop publishing	368	11.8%	97

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	311	10.0%	99
HH owns software: entertainment/games	872	27.9%	96
HH owns software: online meeting/conference	86	2.8%	96
HH owns software: personal finance/tax prep	430	13.8%	97
HH owns software: presentation graphics	212	6.8%	85
HH owns software: multimedia	458	14.6%	96
HH owns software: networking	354	11.3%	101
HH owns software: security/anti-virus	854	27.3%	97
HH owns software: spreadsheet	686	21.9%	95
HH owns software: utility	218	7.0%	98
HH owns software: web authoring	117	3.7%	108
HH owns software: word processing	1,050	33.6%	100
Spent \$500+ on software for home PC in last 12 mo	83	2.7%	111
Purchased computer book in last 12 months	136	4.4%	101
HH owns fax machine	183	5.8%	97
Purchased audio equipment in last 12 months	301	9.6%	99
Purchased headphones in last 12 months	125	4.0%	100
HH owns camcorder	493	15.8%	81
Purchased camcorder in last 12 months	63	2.0%	95
HH owns CD player	1,512	48.4%	105
Purchased CD player in last 12 months	135	4.3%	112
HH owns DVD player	2,048	65.5%	99
Purchased DVD player in last 12 months	327	10.5%	108
HH owns 1 TV	630	20.1%	102
HH owns 2 TVs	908	29.0%	111
HH owns 3 TVs	688	22.0%	98
HH owns 4+ TVs	575	18.4%	88
HH owns miniature screen TV (<13 in)	251	8.0%	101
Most recent TV purchase: miniature screen (<13 in)	89	2.9%	103
HH owns regular screen TV (13-26 in)	1,401	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	778	24.9%	107
HH owns large screen TV (27-35 in)	1,471	47.1%	101
Most recent TV purchase: large screen (27-35 in)	1,016	32.5%	103
HH owns big screen TV (36-42 in)	524	16.8%	89
Most recent TV purchase: big screen (36-42 in)	410	13.1%	93
HH owns giant screen TV (over 42 in)	381	12.2%	86
Most recent TV purchase: giant screen (over 42 in)	310	9.9%	89
HH owns LCD TV	599	19.2%	100
HH owns plasma TV	210	6.7%	81
HH owns projection TV	133	4.3%	79
HH owns video game system	920	29.4%	88
Purchased video game system in last 12 months	271	8.7%	81
HH owns video game system: handheld	411	13.2%	86
HH owns video game system: attached to TV/computer	800	25.6%	87
HH owns video game system: Game Boy	181	5.8%	84
HH owns video game system: Game Boy Advance/SP	184	5.9%	89
HH owns video game system: Nintendo DS	177	5.7%	75

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	132	4.2%	84
HH owns video game system: Nintendo Wii	190	6.1%	90
HH owns video game system: PlayStation 2	453	14.5%	88
HH owns video game system: PlayStation 3	104	3.3%	92
HH owns video game system: Sony PlayStation/PS One	113	3.6%	89
HH owns video game system: Sony PSP	84	2.7%	92
HH owns video game system: Xbox	174	5.6%	93
HH owns video game system: Xbox 360	179	5.7%	89
HH purchased 5+ video games in last 12 months	171	5.5%	84
HH spent \$101+ on video games in last 12 months	200	6.4%	79
Owns MP3 player	1,359	26.0%	97
Purchased MP3 player in last 12 months	522	10.0%	98
Owns Apple iPod	568	10.9%	98
Purchased Apple iPod in last 12 months	169	3.2%	96
Have any access to the Internet	4,521	86.6%	102
Have access to Internet: at home	3,689	70.6%	100
Have access to Internet: at work	1,884	36.1%	97
Have access to Internet: at school/library	1,412	27.0%	107
Have access to Internet: not hm/work/school/library	1,010	19.3%	100
Use Internet less than once a week	206	3.9%	99
Use Internet 1-2 times per week	264	5.1%	92
Use Internet 3-6 times per week	425	8.1%	101
Use Internet once a day	587	11.2%	102
Use Internet 2-4 times per day	952	18.2%	104
Use Internet 5 or more times per day	1,323	25.3%	101
Any Internet or online usage in last 30 days	3,757	72.0%	102
Used Internet in last 30 days: at home	3,320	63.6%	102
Used Internet in last 30 days: at work	1,582	30.3%	95
Used Internet in last 30 days: at school/library	389	7.5%	97
Used Internet/30 days: not home/work/school/library	458	8.8%	95
Internet last 30 days: used email	3,350	64.2%	103
Internet last 30 days: used Instant Messenger	1,354	25.9%	102
Internet last 30 days: paid bills online	1,811	34.7%	105
Internet last 30 days: visited online blog	512	9.8%	102
Internet last 30 days: wrote online blog	210	4.0%	109
Internet last 30 days: visited chat room	231	4.4%	95
Internet last 30 days: looked for employment	647	12.4%	95
Internet last 30 days: played games online	1,173	22.5%	107
Internet last 30 days: traded/tracked investments	565	10.8%	97
Internet last 30 days: downloaded music	1,001	19.2%	104
Internet last 30 days: made phone call	195	3.7%	101
Internet last 30 days: made personal purchase	1,636	31.3%	102
Internet last 30 days: made business purchase	489	9.4%	98
Internet last 30 days: made travel plans	876	16.8%	97
Internet last 30 days: watched online video	1,059	20.3%	106
Internet last 30 days: obtained new/used car info	525	10.0%	114
Internet last 30 days: obtained financial info	1,332	25.5%	106
Internet last 30 days: obtained medical info	932	17.9%	107
Internet last 30 days: obtained latest news	2,065	39.6%	103
Internet last 30 days: obtained real estate info	584	11.2%	104

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,242	23.8%	103
Ordered anything on Internet in last 12 months	1,827	35.0%	101
Ordered on Internet/12 mo: airline ticket	836	16.0%	96
Ordered on Internet/12 mo: CD/tape	263	5.0%	115
Ordered on Internet/12 mo: clothing	770	14.8%	102
Ordered on Internet/12 mo: computer	194	3.7%	109
Ordered on Internet/12 mo: computer peripheral	235	4.5%	104
Ordered on Internet/12 mo: DVD	386	7.4%	113
Ordered on Internet/12 mo: flowers	260	5.0%	107
Ordered on Internet/12 mo: software	285	5.5%	96
Ordered on Internet/12 mo: tickets (concerts etc.)	480	9.2%	95
Ordered on Internet/12 mo: toy	267	5.1%	103
Purchased item from amazon.com in last 12 months	717	13.7%	98
Purchased item from barnes&noble.com in last 12 mo	178	3.4%	106
Purchased item from bestbuy.com in last 12 months	158	3.0%	120
Purchased item from ebay.com in last 12 months	452	8.7%	93
Purchased item from walmart.com in last 12 months	216	4.1%	101
Spent on Internet orders last 12 months: <\$100	264	5.1%	93
Spent on Internet orders last 12 months: \$100-199	290	5.5%	103
Spent on Internet orders last 12 months: \$200-499	425	8.1%	97
Spent on Internet orders last 12 months: \$500+	740	14.2%	97
Connection to Internet from home: dial-up modem	353	6.8%	81
Connection to Internet from home: cable modem	1,534	29.4%	109
Connection to Internet from home: DSL	1,251	24.0%	97
Connection to Internet from home: wireless	700	13.4%	97
Connection to Internet from home: any broadband	3,192	61.1%	104
DVDs rented in last 30 days: 1	137	2.6%	99
DVDs rented in last 30 days: 2	247	4.7%	102
DVDs rented in last 30 days: 3	169	3.2%	101
DVDs rented in last 30 days: 4	219	4.2%	108
DVDs rented in last 30 days: 5+	722	13.8%	105
Rented video tape/DVD last month: action/adventure	1,084	20.8%	103
Rented video tape/DVD last month: classic	296	5.7%	109
Rented video tape/DVD last month: comedy	1,124	21.5%	104
Rented video tape/DVD last month: drama	752	14.4%	106
Rented video tape/DVD last month: family/children	476	9.1%	102
Rented video tape/DVD last month: foreign	108	2.1%	105
Rented video tape/DVD last month: horror	392	7.5%	101
Rented video tape/DVD last month: romance	437	8.4%	111
Rented video tape/DVD last month: science fiction	271	5.2%	98
Rented video tape/DVD last mo at Blockbuster Video	657	12.6%	104
Rented video tape/DVD last mo at Hollywood Video	235	4.5%	109
Bought video tape/DVD last month: action/adventure	383	7.3%	88
Bought video tape/DVD last month: classic	108	2.1%	76
Bought video tape/DVD last month: comedy	376	7.2%	89
Bought video tape/DVD last month: drama	181	3.5%	80
Bought video tape/DVD last month: family/children	262	5.0%	85
Bought video tape/DVD last month: horror	128	2.5%	78
Bought video tape/DVD last month: romance	129	2.5%	97

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# Electronics and Internet Market Potential

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Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	132	2.5%	102
Bought blank video tape in last 6 months	580	11.1%	98
Bought 7+ blank video tapes in last 6 months	124	2.4%	91
DVDs purchased in last 30 days: 1	220	4.2%	85
DVDs purchased in last 30 days: 2	262	5.0%	106
DVDs purchased in last 30 days: 3-4	183	3.5%	76
DVDs purchased in last 30 days: 5+	227	4.3%	84
Bought any camera in last 12 months	672	12.9%	100
Spent on cameras in last 12 months: <\$100	213	4.1%	92
Spent on cameras in last 12 months: \$100-199	172	3.3%	109
Spent on cameras in last 12 months: \$200+	196	3.8%	94
Own APS (point & shoot or SLR) camera	162	3.1%	113
Own digital camera	1,711	32.8%	99
Bought digital camera in last 12 months	376	7.2%	105
Own digital point & shoot camera	1,276	24.4%	98
Bought digital point & shoot camera in last 12 mo	260	5.0%	101
Own digital SLR camera	485	9.3%	100
Bought digital SLR camera in last 12 months	126	2.4%	107
Own 35mm auto focus point & shoot camera	275	5.3%	112
Own 35mm auto focus single lens reflex camera	145	2.8%	117
Own 35mm auto focus zoom camera	303	5.8%	103
Own 35mm single lens reflex camera	191	3.7%	122
Own Canon camera	830	15.9%	101
Bought Canon camera in last 12 months	95	1.8%	85
Own Fuji camera	187	3.6%	89
Own Kodak camera	622	11.9%	101
Bought Kodak camera in last 12 months	133	2.5%	86
Own Nikon camera	285	5.5%	101
Own Olympus camera	293	5.6%	124
Own Polaroid camera	113	2.2%	88
Bought any camera accessory in last 12 months	2,248	43.1%	101
Bought film in last 12 months	1,031	19.7%	103
Bought film in last 12 months: <3 rolls	473	9.1%	102
Bought film in last 12 months: 3-6 rolls	352	6.7%	108
Bought film in last 12 months: 7+ rolls	206	3.9%	93
Bought film in last 12 mo: APS (color prints)	144	2.8%	103
Bought film in last 12 mo: instant developing	94	1.8%	90
Bought film in last 12 mo: 35mm (black & white)	73	1.4%	147
Bought film in last 12 mo: 35mm (color prints)	631	12.1%	106
Bought Fuji film in last 12 months	283	5.4%	108
Bought Kodak film in last 12 months	633	12.1%	102
Bought store-brand film in last 12 months	103	2.0%	93
Purchased film in last 12 mo: department store	164	3.1%	84
Purchased film in last 12 mo: discount store	255	4.9%	102

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	295	5.6%	120
Purchased film in last 12 mo: grocery store	118	2.3%	105
Purchased film in last 12 mo: 1 hour service store	139	2.7%	105
Had film processed at discount store	184	3.5%	107
Had film processed at drug store	241	4.6%	108
Had film processed at 1 hour service store	169	3.2%	112
Bought memory card for camera in last 12 months	392	7.5%	98
Own memory card for camera	1,276	24.4%	99

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March 27, 2012





## Financial Investments Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		6,563	6,706	
Population 18+		5,221	5,348	
Households		3,126	3,204	
Median Household Income		\$46,148	\$54,388	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		2,763	52.9%	107
Bank/financial institution: use savings & loan		553	10.6%	101
Bank/financial institution: use credit union		1,247	23.9%	106
Bank/financial institution: use fed savings bank		125	2.4%	104
Bank/financial institution: use mutual funds co		216	4.1%	127
Bank/financial institution: use Internet Bank		212	4.1%	94
Used ATM/cash machine in last 12 months		2,772	53.1%	104
Banked in person in last 12 months		2,754	52.7%	102
Banked by mail in last 12 months		340	6.5%	122
Banked by phone in last 12 months		834	16.0%	106
Did banking over the Internet in last 12 months		1,463	28.0%	103
Used direct deposit of paycheck in last 12 months		2,200	42.1%	109
Have interest checking account		1,822	34.9%	108
Have non-interest checking account		1,446	27.7%	104
Have money market account		729	14.0%	113
Have savings account		2,011	38.5%	106
Have 401K retirement savings		878	16.8%	95
Have IRA retirement savings		821	15.7%	104
Have auto loan for new car		601	11.5%	100
Have personal loan for education only		202	3.9%	95
Have personal loan-not for education		97	1.9%	74
Have home mortgage (1st)		963	18.4%	96
Have 2nd mortgage (equity loan)		314	6.0%	96
Have home equity line of credit		310	5.9%	99
Have personal line of credit		242	4.6%	102
Have overdraft protection		712	13.6%	102
Own any securities investment		1,450	27.8%	111
Own annuities		181	3.5%	114
Own certificate of deposit (6 months or less)		233	4.5%	127
Own certificate of deposit (more than 6 months)		299	5.7%	103
Own common/preferred stock in company you work for		162	3.1%	103
Own common stock in company you don't work for		412	7.9%	125
Own insured money market account (bank)		142	2.7%	132
Own shares in money market fund		395	7.6%	114
Own shares in mutual fund (bonds)		355	6.8%	115
Own shares in mutual fund (stock)		508	9.7%	104
Own any stock		567	10.9%	118
Own stock with market value <\$10000		180	3.4%	111
Own stock with market value \$10000-49999		158	3.0%	121
Own stock with market value \$50000+		145	2.8%	111

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	361		6.9%	101
Used financial planning counsel in last 12 months	421		8.1%	103
Used full service brokerage firm in last 12 months	387		7.4%	120
Own any credit/debit card (in own name)	4,077		78.1%	106
Own American Express card (in own name)	629		12.0%	97
Own Discover card (in own name)	596		11.4%	102
Own MasterCard (in own name)	1,910		36.6%	107
Own Visa (in own name)	2,745		52.6%	107
Own any department store credit card (in own name)	1,787		34.2%	110
Avg monthly credit card expenditures: <\$111	753		14.4%	104
Avg monthly credit card expenditures: \$111-225	426		8.2%	105
Avg monthly credit card expenditures: \$226-450	432		8.3%	111
Avg monthly credit card expenditures: \$451-700	346		6.6%	104
Avg monthly credit card expenditures: \$701+	727		13.9%	104

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March 27, 2012



# Pets and Products Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,563	6,706
Population 18+		5,221	5,348
Households		3,126	3,204
Median Household Income		\$46,148	\$54,388
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,396	44.7%	86
HH owns any bird	71	2.3%	78
HH owns any cat	705	22.6%	94
HH owns any dog	925	29.6%	78
HH owns 1 cat	402	12.9%	100
HH owns 2+ cats	304	9.7%	84
HH owns 1 dog	631	20.2%	86
HH owns 2+ dogs	294	9.4%	64
HH used canned cat food in last 6 months	370	11.8%	102
HH used <4 cans of cat food in last 7 days	121	3.9%	89
HH used 8+ cans of cat food in last 7 days	122	3.9%	108
HH used packaged dry cat food in last 6 months	664	21.2%	92
HH used <5 pounds of packaged dry cat food last mo	246	7.9%	96
HH used 11+ pounds of packaged dry cat food last mo	175	5.6%	78
HH used cat treats in last 6 months	301	9.6%	94
HH used cat litter in last 6 months	631	20.2%	99
HH used canned dog food in last 6 months	356	11.4%	86
HH used packaged dry dog food in last 6 months	890	28.5%	78
HH used <10 pounds of pkgd dry dog food last month	405	13.0%	78
HH used 25+ pounds of pkgd dry dog food last month	248	7.9%	72
HH used dog biscuits/treats in last 6 months	733	23.4%	79
HH used <2 packages of dog biscuits/treats last mo	335	10.7%	72
HH used 4+ packages of dog biscuits/treats last mo	146	4.7%	84
HH used flea/tick care prod for cat/dog last 12 mo	855	27.4%	80
HH member took pet to vet in last 12 mo: 1 time	346	11.1%	87
HH member took pet to vet in last 12 mo: 2 times	313	10.0%	91
HH member took pet to vet in last 12 mo: 3 times	144	4.6%	82
HH member took pet to vet in last 12 mo: 4 times	110	3.5%	85
HH member took pet to vet in last 12 mo: 5+ times	130	4.2%	74
Bought pet food from vet in last 12 months	145	4.6%	91
Bought flea control product from vet in last 12 mo	365	11.7%	88

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# Health and Beauty Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		6,563	6,706
Population 18+		5,221	5,348
Households		3,126	3,204
Median Household Income		\$46,148	\$54,388
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	1,610	30.8%	103
Exercise at club 2+ times per week	645	12.4%	101
Exercise at other facility (not club) 2+ times/wk	409	7.8%	97
Own stationary bicycle	278	5.3%	94
Own treadmill	436	8.4%	85
Own weight lifting equipment	617	11.8%	91
Presently controlling diet	2,244	43.0%	104
Diet control for blood sugar level	373	7.1%	97
Diet control for cholesterol level	650	12.5%	123
Diet control to maintain weight	639	12.2%	109
Diet control for physical fitness	512	9.8%	98
Diet control for salt restriction	220	4.2%	126
Diet control for weight loss	835	16.0%	113
Used doctor's care/diet for diet method	168	3.2%	107
Used exercise program for diet method	461	8.8%	104
Used Weight Watchers as diet method	179	3.4%	113
Buy foods specifically labeled as fat-free	971	18.6%	106
Buy foods specifically labeled as high fiber	663	12.7%	111
Buy foods specifically labeled as high protein	302	5.8%	106
Buy foods specifically labeled as lactose-free	87	1.7%	90
Buy foods specifically labeled as low-calorie	551	10.6%	97
Buy foods specifically labeled as low-carb	436	8.4%	108
Buy foods specifically labeled as low-cholesterol	495	9.5%	115
Buy foods specifically labeled as low-fat	804	15.4%	116
Buy foods specifically labeled as low-sodium	550	10.5%	117
Buy foods specifically labeled as natural/organic	455	8.7%	104
Buy foods specifically labeled as sugar-free	698	13.4%	100
Used butter alternatives in last 6 months	220	4.2%	101
Used egg alternatives in last 6 months	717	13.7%	97
Used salt alternatives in last 6 months	1,373	26.3%	94
Drank meal/dietary supplement in last 6 months	386	7.4%	101
Used nutrition/energy bar in last 6 months	726	13.9%	98
Drank sports drink/thirst quencher in last 6 mo	1,582	30.3%	95
Used vitamin/dietary supplement in last 6 months	2,680	51.3%	106
Vitamin/dietary suppl used/6 mo: antioxidant	124	2.4%	82
Vitamin/dietary suppl used/6 mo: B complex	246	4.7%	97
Vitamin/dietary suppl used/6 mo: B complex+C	80	1.5%	79
Vitamin/dietary suppl used/6 mo: B-6	103	2.0%	97
Vitamin/dietary suppl used/6 mo: B-12	267	5.1%	91
Vitamin/dietary suppl used/6 mo: C	465	8.9%	106
Vitamin/dietary suppl used/6 mo: calcium	598	11.5%	106

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## Health and Beauty Market Potential

Milford, OH  
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Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	301	5.8%	117
Vitamin/dietary suppl used/6 mo: E	270	5.2%	104
Vitamin/dietary suppl used/6 mo: garlic	86	1.6%	97
Vitamin/dietary suppl used/6 mo: glucosamine	285	5.5%	118
Vitamin/dietary suppl used/6 mo: multiple formula	662	12.7%	108
Vitamin/dietary suppl used/6 mo: multiple w/iron	237	4.5%	105
Vitamin/dietary suppl used/6 mo: mult w/minerals	331	6.3%	107
Vitamin/dietary suppl used/6 mo: zinc	106	2.0%	88
Vitamin/dietary suppl/6 mo: Caltrate 600	192	3.7%	139
Vitamin/dietary suppl/6 mo: Centrum	311	6.0%	102
Vitamin/dietary suppl/6 mo: Nature Made	340	6.5%	111
Visited doctor in last 12 months	4,205	80.5%	104
Visited doctor in last 12 months: 1-3 times	1,707	32.7%	96
Visited doctor in last 12 months: 4-7 times	1,226	23.5%	105
Visited doctor in last 12 months: 8+ times	1,272	24.4%	113
Visited doctor in last 12 mo: allergist	124	2.4%	99
Visited doctor in last 12 mo: cardiologist	456	8.7%	124
Visited doctor in last 12 mo: chiropractor	368	7.0%	95
Visited doctor in last 12 mo: dentist	2,085	39.9%	106
Visited doctor in last 12 mo: dermatologist	397	7.6%	107
Visited doctor in last 12 mo: ear/nose/throat	236	4.5%	98
Visited doctor in last 12 mo: eye	1,231	23.6%	114
Visited doctor in last 12 mo: general/family	2,419	46.3%	109
Visited doctor in last 12 mo: internist	507	9.7%	133
Visited doctor in last 12 mo: physical therapist	252	4.8%	106
Visited doctor in last 12 mo: podiatrist	268	5.1%	152
Visited doctor in last 12 mo: urologist	225	4.3%	112
Visited nurse practitioner in last 12 months	201	3.9%	92
Wear regular/sun/tinted prescription eyeglasses	2,002	38.3%	111
Wear bi-focals	940	18.0%	114
Wear disposable contact lenses	322	6.2%	95
Wear soft contact lenses	438	8.4%	95
Spent on contact lenses in last 12 mo: <\$100	145	2.8%	100
Spent on contact lenses in last 12 mo: \$100-199	184	3.5%	95
Spent on contact lenses in last 12 mo: \$200+	131	2.5%	83
Bought prescription eyewear: discount optical ctr	442	8.5%	106
Bought prescription eyewear: from eye doctor	1,482	28.4%	111
Bought prescription eyewear: retail optical chain	627	12.0%	108
Used prescription drug for allergy/hay fever	418	8.0%	114
Used prescription drug for anxiety/panic	207	4.0%	97
Used prescription drug for arthritis/rheumatism	176	3.4%	128
Used prescription drug for asthma	263	5.0%	123
Used prescription drug for backache/back pain	412	7.9%	107
Used prescription drug for depression	322	6.2%	105
Used prescr drug for diabetes (insulin dependent)	109	2.1%	106
Used prescr drug for diabetes (non-insulin)	168	3.2%	86
Used prescription drug for eczema/skin itch/rash	139	2.7%	128

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	385	7.4%	111
Used prescription drug for high blood pressure	723	13.8%	111
Used prescription drug for high cholesterol	615	11.8%	135
Used prescription drug for migraine headache	188	3.6%	97
Used prescription drug for sinus congest./headache	223	4.3%	88
Used prescription drug for urinary tract infection	167	3.2%	102
Used last 6 mo: adhesive bandages	3,026	58.0%	105
Used last 6 mo: athlete's foot/foot care product	701	13.4%	96
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,461	47.1%	99
Used last 6 mo: children's cold tablets/liquids	661	12.7%	84
Used last 6 mo: contact lens cleaning solution	629	12.0%	99
Used last 6 mo: cotton swabs	2,387	45.7%	95
Used last 6 mo: cough/sore throat drops (nonprescr)	2,464	47.2%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,696	32.5%	95
Used last 6 mo: children's cough syrup	594	11.4%	80
Used last 6 mo: diarrhea remedy	812	15.6%	95
Used last 6 mo: eye wash and drops	1,566	30.0%	98
Used last 6 mo: headache/pain reliever (nonprescr)	4,392	84.1%	100
Used last 6 mo: hemorrhoid remedy	521	10.0%	112
Used last 6 mo: indigestion/upset stomach remedy	2,351	45.0%	100
Used last 6 mo: lactose intolerance product	174	3.3%	94
Used last 6 mo: laxative/fiber supplement	769	14.7%	106
Used last 6 mo: medicated skin ointment	1,725	33.0%	105
Used last 6 mo: medicated throat remedy	548	10.5%	92
Used last 6 mo: nasal spray	803	15.4%	97
Used last 6 mo: pain reliever/fever reducer (kids)	1,039	19.9%	90
Used last 6 mo: pain relieving rub/liquid/patch	1,256	24.1%	95
Used last 6 mo: sleeping tablets (nonprescription)	340	6.5%	120
Used last 12 mo: sunburn remedy	778	14.9%	97
Used last 12 mo: suntan/sunscreen product	2,077	39.8%	104
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,585	30.4%	101
Used last 6 mo: toothache/gum/canker sore remedy	883	16.9%	101
Used last 6 mo: vitamins for children	741	14.2%	96
Used body powder in last 6 months	1,471	28.2%	101
Used body powder <3 times in last 7 days	655	12.5%	106
Used body powder 8+ times in last 7 days	89	1.7%	78
Used body wash/shower gel in last 6 months	2,712	51.9%	100
Used breath freshener in last 6 months	2,289	43.8%	94
Used complexion care product in last 6 months	2,443	46.8%	99
Used complexion care product <7 times last week	657	12.6%	92
Used complexion care product 11+ times last week	911	17.4%	105
Used complexion care prod: dry facial skin type	400	7.7%	105
Used complexion care prod: normal facial skin type	768	14.7%	97
Used complexion care prod: oily facial skin type	302	5.8%	96
Used dental floss in last 6 months	3,261	62.5%	100

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# Health and Beauty Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	994	19.0%	94
Used denture adhesive/fixative in last 6 months	328	6.3%	100
Used denture cleaner in last 6 months	698	13.4%	121
Used deodorant/antiperspirant in last 6 months	4,846	92.8%	100
Used deodorant/antiperspirant <8 times last week	3,527	67.6%	98
Used deodorant/antiperspirant 15+ times last week	322	6.2%	102
Used disposable razor in last 6 months	2,763	52.9%	101
Used electric shaver in last 6 months	988	18.9%	100
Used hair coloring product (at home) last 6 months	1,055	20.2%	101
Used hair conditioner (at home) in last 6 months	3,270	62.6%	101
Used hair conditioning treatment (at home)/6 mo	1,187	22.7%	97
Used hair growth product in last 6 months	102	2.0%	85
Used hair mousse in last 6 months	857	16.4%	94
Used hair spray (at home) in last 6 months	1,938	37.1%	103
Used hair styling gel/lotion in last 6 months	1,299	24.9%	93
Used hand & body cream/lotion/oil in last 6 months	3,794	72.7%	100
Used hand & body cream/lotion/oil <5 times last wk	1,097	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	1,285	24.6%	99
Used hand & body cream in last 6 months	891	17.1%	97
Used hand & body lotion in last 6 months	2,554	48.9%	100
Used hand & body oil in last 6 months	227	4.3%	84
Used lip care in last 6 months	3,020	57.8%	97
Used liquid soap/hand sanitizer in last 6 months	4,065	77.9%	101
Used mouthwash in last 6 months	3,392	65.0%	99
Used mouthwash <4 times in last 7 days	986	18.9%	88
Used mouthwash 8+ times in last 7 days	828	15.9%	100
Used shampoo (at home) in last 6 months	4,816	92.2%	100
Used shampoo plus conditioner prod (at home)/6 mo	981	18.8%	97
Used shaving cream/gel in last 6 months	2,733	52.3%	100
Used personal care soap (bar) in last 6 months	4,306	82.5%	98
Used personal care soap for antibacterial purpose	995	19.1%	99
Used personal care soap for complexion	384	7.4%	107
Used personal care soap for deodorant	832	15.9%	98
Use personal care soap for moisturizing	1,142	21.9%	101
Bought toothbrush in last 6 months	4,409	84.4%	99
Bought electric toothbrush in last 6 months	342	6.6%	98
Used toothpaste in last 6 months	4,923	94.3%	99
Used toothpaste <8 times in last 7 days	1,607	30.8%	96
Used toothpaste 15+ times in last 7 days	850	16.3%	100
Used toothpaste with baking soda in last 6 months	517	9.9%	87
Used toothpaste (gel) in last 6 months	1,507	28.9%	104
Used toothpaste (paste) in last 6 months	2,528	48.4%	100
Used whitening toothpaste in last 6 months	1,741	33.3%	96
Used tooth whitener (not toothpaste) last 6 months	487	9.3%	88
Had professional manicure/pedicure last 6 months	891	17.1%	100
Had professional facial/massage last 6 months	509	9.7%	104
Spent \$100+ at barber shops in last 6 months	277	5.3%	99
Spent \$100+ at beauty parlors in last 6 months	936	17.9%	113

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		6,563	6,706	
Population 18+		5,221	5,348	
Households		3,126	3,204	
Median Household Income		\$46,148	\$54,388	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		3,905	74.8%	104
Family restaurant/steak house last month: <2 times		1,316	25.2%	98
Family restaurant/steak house last month: 2-4 times		1,481	28.4%	105
Family restaurant/steak house last month: 5+ times		1,109	21.2%	109
Family restaurant/steak house last 6 months: breakfast		741	14.2%	108
Family restaurant/steak house last 6 months: lunch		1,334	25.6%	103
Family restaurant/steak house last 6 months: snack		141	2.7%	97
Family restaurant/steak house last 6 months: dinner		2,857	54.7%	103
Family restaurant/steak house last 6 months: weekday		2,215	42.4%	110
Family restaurant/steak house last 6 months: weekend		2,288	43.8%	99
Family restaurant/steak house last 6 months: Applebee's		1,369	26.2%	104
Family restaurant/steak house last 6 months: Bennigan's		138	2.6%	120
Family restaurant/steak house last 6 months: Bob Evans Farm		278	5.3%	116
Family restaurant/steak house last 6 months: Cheesecake Factory		330	6.3%	96
Family restaurant/steak house last 6 months: Chili's Grill & Bar		603	11.6%	100
Family restaurant/steak house last 6 months: Cracker Barrel		566	10.8%	98
Family restaurant/steak house last 6 months: Denny's		442	8.5%	94
Family restaurant/steak house last 6 months: Friendly's		292	5.6%	140
Family restaurant/steak house last 6 months: Golden Corral		315	6.0%	84
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		559	10.7%	92
Family restaurant/steak house last 6 months: Lone Star Steakhouse		143	2.7%	101
Family restaurant/steak house last 6 months: Old Country Buffet		180	3.4%	121
Family restaurant/steak house last 6 months: Olive Garden		989	18.9%	107
Family restaurant/steak house last 6 months: Outback Steakhouse		641	12.3%	107
Family restaurant/steak house last 6 months: Perkins		199	3.8%	105
Family restaurant/steak house last 6 months: Red Lobster		701	13.4%	100
Family restaurant/steak house last 6 months: Red Robin		273	5.2%	93
Family restaurant/steak house last 6 months: Ruby Tuesday		480	9.2%	110
Family restaurant/steak house last 6 months: Ryan's		133	2.5%	68
Family restaurant/steak house last 6 months: Sizzler		110	2.1%	70
Family restaurant/steak house last 6 months: T.G.I. Friday's		563	10.8%	105
Went to fast food/drive-in restaurant in last 6 months		4,626	88.6%	100
Went to fast food/drive-in restaurant <6 times/month		1,880	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/month		1,495	28.6%	99
Went to fast food/drive-in restaurant 14+ times/month		1,251	24.0%	96
Fast food/drive-in last 6 months: breakfast		1,389	26.6%	97
Fast food/drive-in last 6 months: lunch		3,032	58.1%	99
Fast food/drive-in last 6 months: snack		926	17.7%	102
Fast food/drive-in last 6 months: dinner		2,467	47.3%	98

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	3,515	67.3%	101
Fast food/drive-in last 6 months: weekend	2,383	45.6%	95
Fast food/drive-in last 6 months: A & W	247	4.7%	104
Fast food/drive-in last 6 months: Arby's	1,067	20.4%	99
Fast food/drive-in last 6 months: Boston Market	301	5.8%	121
Fast food/drive-in last 6 months: Burger King	1,881	36.0%	99
Fast food/drive-in last 6 months: Captain D's	193	3.7%	72
Fast food/drive-in last 6 months: Carl's Jr.	249	4.8%	77
Fast food/drive-in last 6 months: Checkers	174	3.3%	105
Fast food/drive-in last 6 months: Chick-fil-A	628	12.0%	93
Fast food/drive-in last 6 months: Chipotle Mex. Grill	285	5.5%	90
Fast food/drive-in last 6 months: Chuck E. Cheese	221	4.2%	94
Fast food/drive-in last 6 months: Church's Fr. Chicken	166	3.2%	74
Fast food/drive-in last 6 months: Dairy Queen	816	15.6%	98
Fast food/drive-in last 6 months: Del Taco	116	2.2%	66
Fast food/drive-in last 6 months: Domino's Pizza	665	12.7%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	781	15.0%	130
Fast food/drive-in last 6 months: Fuddruckers	137	2.6%	94
Fast food/drive-in last 6 months: Hardee's	254	4.9%	71
Fast food/drive-in last 6 months: Jack in the Box	416	8.0%	77
Fast food/drive-in last 6 months: KFC	1,358	26.0%	94
Fast food/drive-in last 6 months: Little Caesars	388	7.4%	102
Fast food/drive-in last 6 months: Long John Silver's	295	5.7%	89
Fast food/drive-in last 6 months: McDonald's	2,939	56.3%	101
Fast food/drive-in last 6 months: Panera Bread	544	10.4%	107
Fast food/drive-in last 6 months: Papa John's	420	8.0%	92
Fast food/drive-in last 6 months: Pizza Hut	980	18.8%	85
Fast food/drive-in last 6 months: Popeyes	328	6.3%	86
Fast food/drive-in last 6 months: Quiznos	448	8.6%	95
Fast food/drive-in last 6 months: Sonic Drive-In	503	9.6%	82
Fast food/drive-in last 6 months: Starbucks	711	13.6%	92
Fast food/drive-in last 6 months: Steak n Shake	257	4.9%	98
Fast food/drive-in last 6 months: Subway	1,564	30.0%	94
Fast food/drive-in last 6 months: Taco Bell	1,664	31.9%	99
Fast food/drive-in last 6 months: Wendy's	1,667	31.9%	102
Fast food/drive-in last 6 months: Whataburger	223	4.3%	88
Fast food/drive-in last 6 months: White Castle	224	4.3%	106
Fast food/drive-in last 6 months: eat in	1,917	36.7%	97
Fast food/drive-in last 6 months: home delivery	507	9.7%	93
Fast food/drive-in last 6 months: take-out/drive-thru	2,694	51.6%	98
Fast food/drive-in last 6 months: take-out/walk-in	1,233	23.6%	96

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# Sports and Leisure Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,563	6,706
Population 18+		5,221	5,348
Households		3,126	3,204
Median Household Income		\$46,148	\$54,388
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	527	10.1%	102
Participated in archery	123	2.4%	89
Participated in backpacking/hiking	459	8.8%	93
Participated in baseball	256	4.9%	94
Participated in basketball	408	7.8%	84
Participated in bicycling (mountain)	210	4.0%	109
Participated in bicycling (road)	541	10.4%	107
Participated in boating (power)	283	5.4%	88
Participated in bowling	615	11.8%	101
Participated in canoeing/kayaking	229	4.4%	92
Participated in downhill skiing	129	2.5%	85
Participated in fishing (fresh water)	606	11.6%	89
Participated in fishing (salt water)	254	4.9%	107
Participated in football	299	5.7%	92
Participated in Frisbee	261	5.0%	92
Participated in golf	521	10.0%	96
Play golf < once a month	184	3.5%	89
Play golf 1+ times a month	286	5.5%	101
Participated in horseback riding	137	2.6%	86
Participated in hunting with rifle	203	3.9%	80
Participated in hunting with shotgun	182	3.5%	82
Participated in ice skating	150	2.9%	100
Participated in jogging/running	497	9.5%	90
Participated in martial arts	70	1.3%	95
Participated in motorcycling	168	3.2%	87
Participated in Pilates	154	3.0%	90
Participated in roller skating	114	2.2%	104
Participated in snowboarding	94	1.8%	94
Participated in soccer	206	3.9%	92
Participated in softball	173	3.3%	85
Participated in swimming	1,017	19.5%	100
Participated in target shooting	206	3.9%	102
Participated in tennis	195	3.7%	87
Participated in volleyball	158	3.0%	87
Participated in walking for exercise	1,737	33.3%	112
Participated in weight lifting	595	11.4%	97
Participated in yoga	320	6.1%	106
Spent on high end sports/recreation equipment/12 mo: <\$250	209	4.0%	91
Spent on high end sports/recreation equipment/12 mo: \$250+	184	3.5%	90
Attend sports event: auto racing (NASCAR)	359	6.9%	94
Attend sports event: auto racing (not NASCAR)	320	6.1%	97
Attend sports event: baseball game	799	15.3%	104

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March 27, 2012

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# Sports and Leisure Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	380	7.3%	92
Attend sports event: basketball game (pro)	415	7.9%	93
Attend sports event: football game (college)	523	10.0%	97
Attend sports event: football-Monday night game (pro)	313	6.0%	98
Attend sports event: football-weekend game (pro)	466	8.9%	98
Attend sports event: golf tournament	280	5.4%	97
Attend sports event: ice hockey game	347	6.6%	100
Attend sports event: soccer game	309	5.9%	96
Attend sports event: tennis match	236	4.5%	92
Attended adult education course in last 12 months	349	6.7%	101
Attended auto show in last 12 months	423	8.1%	98
Went to bar/night club in last 12 months	1,030	19.7%	103
Went to beach in last 12 months	1,326	25.4%	103
Attended dance performance in last 12 months	251	4.8%	108
Danced/went dancing in last 12 months	515	9.9%	104
Dined out in last 12 months	2,647	50.7%	103
Dine out < once a month	270	5.2%	110
Dine out once a month	336	6.4%	104
Dine out 2-3 times a month	627	12.0%	104
Dine out once a week	606	11.6%	101
Dine out 2+ times per week	504	9.7%	98
Gambled at casino in last 12 months	912	17.5%	109
Gambled at casino 6+ times in last 12 months	146	2.8%	103
Gambled in Atlantic City in last 12 months	172	3.3%	130
Gambled in Las Vegas in last 12 months	224	4.3%	90
Attended horse races in last 12 months	177	3.4%	114
Attended movies in last 6 months	3,087	59.1%	100
Attended movies in last 90 days: < once a month	1,674	32.1%	99
Attended movies in last 90 days: once a month	479	9.2%	90
Attended movies in last 90 days: 2-3 times a month	375	7.2%	106
Attended movies in last 90 days: once/week or more	177	3.4%	133
Prefer to see movie after second week of release	1,247	23.9%	101
Went to museum in last 12 months	664	12.7%	100
Attended music performance in last 12 months	1,286	24.6%	104
Attended country music performance in last 12 mo	229	4.4%	86
Attended rock music performance in last 12 months	642	12.3%	112
Attended classical music/opera performance/12 mo	262	5.0%	109
Went to live theater in last 12 months	734	14.1%	107
Visited a theme park in last 12 months	1,089	20.9%	97
Visited Disney World (FL)/12 mo: Magic Kingdom	208	4.0%	118
Visited any Sea World in last 12 months	159	3.0%	90
Visited any Six Flags in last 12 months	283	5.4%	93
Went to zoo in last 12 months	704	13.5%	106
Played backgammon in last 12 months	111	2.1%	106
Participated in book club in last 12 months	193	3.7%	117
Played billiards/pool in last 12 months	457	8.8%	91
Played bingo in last 12 months	271	5.2%	122
Did birdwatching in last 12 months	320	6.1%	98
Played board game in last 12 months	845	16.2%	99

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,146	22.0%	105
Played chess in last 12 months	204	3.9%	107
Cooked for fun in last 12 months	1,162	22.3%	107
Did crossword puzzle in last 12 months	834	16.0%	110
Participated in fantasy sports league last 12 mo	166	3.2%	98
Flew a kite in last 12 months	140	2.7%	95
Did furniture refinishing in last 12 months	168	3.2%	100
Did indoor gardening/plant care in last 12 months	591	11.3%	112
Participated in karaoke in last 12 months	192	3.7%	83
Bought lottery ticket in last 12 months	1,828	35.0%	101
Bought lottery ticket in last 12 mo: Daily Drawing	320	6.1%	126
Bought lottery ticket in last 12 mo: Instant Game	859	16.5%	104
Bought lottery ticket in last 12 mo: Lotto Drawing	1,115	21.4%	100
Played lottery: <3 times in last 30 days	771	14.8%	94
Played lottery: 3-7 times in last 30 days	496	9.5%	99
Played lottery: 8+ times in last 30 days	561	10.7%	115
Played musical instrument in last 12 months	474	9.1%	114
Did painting/drawing in last 12 months	342	6.6%	100
Did photography in last 12 months	640	12.3%	97
Read book in last 12 months	2,256	43.2%	106
Participated in trivia games in last 12 months	350	6.7%	111
Played video game in last 12 months	680	13.0%	98
Did woodworking in last 12 months	214	4.1%	87
Participated in word games in last 12 months	577	11.1%	116
Member of AARP	1,029	19.7%	128
Member of business club	145	2.8%	111
Member of charitable organization	345	6.6%	105
Member of church board	212	4.1%	94
Member of fraternal order	209	4.0%	113
Member of religious club	332	6.4%	99
Member of union	340	6.5%	124
Member of veterans club	181	3.5%	102
Bought any children`s toy/game in last 12 months	1,842	35.3%	102
Spent on toys/games in last 12 months: <\$50	330	6.3%	104
Spent on toys/games in last 12 months: \$50-99	129	2.5%	90
Spent on toys/games in last 12 months: \$100-199	368	7.0%	98
Spent on toys/games in last 12 months: \$200-499	620	11.9%	110
Spent on toys/games in last 12 months: \$500+	310	5.9%	103
Bought infant toy in last 12 months	407	7.8%	93
Bought pre-school toy in last 12 months	401	7.7%	95
Spent on toys/games (for child <6)/12 mo: <\$100	554	10.6%	96
Spent on toys/games (for child <6)/12 mo: \$100-199	335	6.4%	95
Spent on toys/games (for child <6)/12 mo: \$200+	465	8.9%	115
Bought for child in last 12 mo: boy action figure	394	7.5%	93
Bought for child in last 12 mo: girl action figure	141	2.7%	87
Bought for child in last 12 mo: bicycle	355	6.8%	99
Bought for child in last 12 mo: board game	616	11.8%	99

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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# Sports and Leisure Market Potential

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	160	3.1%	91
Bought for child in last 12 mo: car	468	9.0%	97
Bought for child in last 12 mo: construction toy	263	5.0%	102
Bought for child in last 12 mo: large/baby doll	329	6.3%	96
Bought for child in last 12 mo: fashion doll	267	5.1%	100
Bought for child in last 12 mo: plush doll/animal	468	9.0%	107
Bought for child in last 12 mo: doll accessories	214	4.1%	102
Bought for child in last 12 mo: doll clothing	200	3.8%	93
Bought for child in last 12 mo: educational toy	707	13.5%	99
Bought for child in last 12 mo: electronic game	478	9.2%	98
Bought for child in last 12 mo: mechanical toy	201	3.9%	96
Bought for child in last 12 mo: model kit/set	120	2.3%	89
Bought for child in last 12 mo: sound game	138	2.6%	94
Bought for child in last 12 mo: water toy	519	9.9%	104
Bought for child in last 12 mo: word game	191	3.7%	95
Bought book in last 12 months	2,715	52.0%	104
Bought 1-3 books in last 12 months	1,019	19.5%	99
Bought 4-9 books in last 12 months	835	16.0%	103
Bought 10+ books in last 12 months	862	16.5%	109
Bought paperback book in last 12 months	2,036	39.0%	103
Bought <3 paperback books in last 12 months	665	12.7%	98
Bought 3-6 paperback books in last 12 months	700	13.4%	102
Bought 7+ paperback books in last 12 months	672	12.9%	109
Bought hardcover book in last 12 months	1,517	29.1%	104
Bought <3 hardcover books in last 12 months	627	12.0%	98
Bought 3-5 hardcover books in last 12 months	486	9.3%	116
Bought 6+ hardcover books in last 12 months	405	7.8%	99
Bought book (fiction) in last 12 months	1,496	28.7%	102
Bought book (non-fiction) in last 12 months	1,367	26.2%	103
Bought biography in last 12 months	383	7.3%	101
Bought children`s book in last 12 months	642	12.3%	97
Bought cookbook in last 12 months	608	11.6%	106
Bought desk dictionary in last 12 months	116	2.2%	109
Bought history book in last 12 months	403	7.7%	102
Bought mystery book in last 12 months	649	12.4%	111
Bought personal/business self-help book last 12 mo	358	6.9%	96
Bought religious book (not bible) last 12 months	376	7.2%	95
Bought romance book in last 12 months	308	5.9%	90
Bought science fiction book in last 12 months	255	4.9%	107
Bought book through book club in last 12 months	244	4.7%	108
Bought book at book store in last 12 months	1,843	35.3%	105
Bought book at Barnes & Noble in last 12 months	1,132	21.7%	110
Bought book at Borders in last 12 months	627	12.0%	108
Bought book at convenience store in last 12 months	131	2.5%	113
Bought book at department store in last 12 months	363	7.0%	91
Bought book at drug store in last 12 months	144	2.8%	121
Bought book through Internet in last 12 mo	540	10.3%	102
Bought book through mail order in last 12 months	157	3.0%	88
Bought book at supermarket in last 12 months	256	4.9%	94
Bought book at warehouse store in last 12 months	289	5.5%	95

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail Goods and Services Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Retirement Communities	28.4%	Population	6,563	6,706
Main Street, USA	15.1%	Households	3,126	3,204
Simple Living	14.8%	Families	1,625	1,650
Old and Newcomers	13.1%	Median Age	42.9	43.6
Great Expectations	11.2%	Median Household Income	\$46,148	\$54,388
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		60	\$1,444.86	\$4,516,623
Men's		56	\$259.04	\$809,755
Women's		54	\$451.03	\$1,409,905
Children's		61	\$245.37	\$767,036
Footwear		42	\$174.83	\$546,531
Watches & Jewelry		86	\$167.57	\$523,813
Apparel Products and Services (1)		157	\$147.02	\$459,583
<b>Computer</b>				
Computers and Hardware for Home Use		85	\$163.70	\$511,718
Software and Accessories for Home Use		85	\$24.19	\$75,602
<b>Entertainment &amp; Recreation</b>		86	\$2,763.77	\$8,639,555
Fees and Admissions		86	\$535.06	\$1,672,597
Membership Fees for Clubs (2)		89	\$145.32	\$454,280
Fees for Participant Sports, excl. Trips		86	\$91.57	\$286,236
Admission to Movie/Theatre/Opera/Ballet		87	\$131.95	\$412,459
Admission to Sporting Events, excl. Trips		85	\$50.42	\$157,605
Fees for Recreational Lessons		84	\$115.06	\$359,679
Dating Services		97	\$0.75	\$2,339
TV/Video/Audio		86	\$1,069.44	\$3,343,070
Community Antenna or Cable TV		88	\$636.39	\$1,989,362
Televisions		84	\$162.31	\$507,383
VCRs, Video Cameras, and DVD Players		85	\$17.21	\$53,784
Video Cassettes and DVDs		85	\$44.78	\$139,978
Video and Computer Game Hardware and Software		86	\$48.03	\$150,143
Satellite Dishes		75	\$0.94	\$2,941
Rental of Video Cassettes and DVDs		84	\$34.79	\$108,758
Streaming/Downloaded Video		91	\$1.27	\$3,970
Audio (3)		80	\$117.22	\$366,433
Rental and Repair of TV/Radio/Sound Equipment		86	\$6.50	\$20,318
Pets		102	\$437.91	\$1,368,912
Toys and Games (4)		84	\$121.91	\$381,096
Recreational Vehicles and Fees (5)		73	\$235.14	\$735,036
Sports/Recreation/Exercise Equipment (6)		64	\$115.99	\$362,596
Photo Equipment and Supplies (7)		84	\$86.45	\$270,228
Reading (8)		90	\$140.08	\$437,885
Catered Affairs (9)		88	\$21.80	\$68,135
<b>Food</b>		86	\$6,639.50	\$20,755,073
Food at Home		87	\$3,874.52	\$12,111,740
Bakery and Cereal Products		87	\$519.03	\$1,622,480
Meats, Poultry, Fish, and Eggs		87	\$898.35	\$2,808,254
Dairy Products		86	\$428.99	\$1,341,033
Fruits and Vegetables		88	\$686.83	\$2,147,018
Snacks and Other Food at Home (10)		86	\$1,341.32	\$4,192,953
Food Away from Home		86	\$2,764.98	\$8,643,334
Alcoholic Beverages		90	\$512.58	\$1,602,330
Nonalcoholic Beverages at Home		86	\$376.81	\$1,177,912

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst





# Retail Goods and Services Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	83	\$1,448.35	\$4,527,548
Vehicle Loans	79	\$3,898.15	\$12,185,608
<b>Health</b>			
Nonprescription Drugs	84	\$86.35	\$269,944
Prescription Drugs	89	\$442.01	\$1,381,707
Eyeglasses and Contact Lenses	86	\$66.31	\$207,290
<b>Home</b>			
Mortgage Payment and Basics (11)	81	\$7,611.39	\$23,793,215
Maintenance and Remodeling Services	84	\$1,659.80	\$5,188,522
Maintenance and Remodeling Materials (12)	77	\$285.75	\$893,266
Utilities, Fuel, and Public Services	87	\$3,925.03	\$12,269,644
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	84	\$111.98	\$350,035
Furniture	84	\$502.81	\$1,571,780
Floor Coverings	90	\$67.67	\$211,523
Major Appliances (14)	82	\$248.25	\$776,029
Housewares (15)	75	\$64.71	\$202,291
Small Appliances	87	\$28.54	\$89,215
Luggage	84	\$7.75	\$24,213
Telephones and Accessories	57	\$24.29	\$75,937
<b>Household Operations</b>			
Child Care	80	\$370.86	\$1,159,301
Lawn and Garden (16)	82	\$344.78	\$1,077,768
Moving/Storage/Freight Express	83	\$50.68	\$158,436
Housekeeping Supplies (17)	85	\$597.14	\$1,866,647
<b>Insurance</b>			
Owners and Renters Insurance	82	\$379.28	\$1,185,625
Vehicle Insurance	86	\$999.77	\$3,125,287
Life/Other Insurance	85	\$352.68	\$1,102,475
Health Insurance	89	\$1,729.87	\$5,407,583
Personal Care Products (18)	85	\$339.09	\$1,059,985
School Books and Supplies (19)	90	\$95.68	\$299,110
Smoking Products	90	\$382.86	\$1,196,825
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	81	\$3,569.59	\$11,158,548
Gasoline and Motor Oil	83	\$2,376.53	\$7,429,045
Vehicle Maintenance and Repairs	85	\$801.38	\$2,505,128
<b>Travel</b>			
Airline Fares	87	\$397.54	\$1,242,711
Lodging on Trips	85	\$370.30	\$1,157,559
Auto/Truck/Van Rental on Trips	86	\$31.82	\$99,453
Food and Drink on Trips	84	\$367.08	\$1,147,504

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012





# Retail Goods and Services Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Automotive Aftermarket Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,563	6,706
Households		3,126	3,204
Families		1,625	1,650
Median Age		42.9	43.6
Median Household Income		\$46,148	\$54,388
	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	82	\$3.90	\$12,177
Gasoline	83	\$2,331.65	\$7,288,747
Motor Oil	78	\$9.31	\$29,097
Vehicle Parts/Equipment and Accessories	82	\$45.61	\$142,574
Tire Purchase/Replacement	81	\$117.03	\$365,833
Vehicle Audio/Video Equipment and Installation	82	\$5.84	\$18,269
Vehicle Cleaning Products and Services	85	\$6.90	\$21,566
<b>Services</b>			
Auto Repair Service Policy	84	\$13.80	\$43,137
Membership Fees for Automobile Service Clubs	92	\$20.13	\$62,918
Global Positioning Services	87	\$2.20	\$6,876
Vehicle Air Conditioning Repair	88	\$15.52	\$48,513
Vehicle Body Work and Painting	87	\$33.31	\$104,128
Vehicle Brake Work	89	\$70.77	\$221,223
Vehicle Clutch/Transmission Repair	80	\$36.90	\$115,336
Vehicle Cooling System Repair	86	\$25.04	\$78,281
Vehicle Drive Shaft and Rear-end Repair	84	\$7.26	\$22,685
Vehicle Electrical System Repair	89	\$30.73	\$96,065
Vehicle Exhaust System Repair	92	\$12.30	\$38,458
Vehicle Front End Alignment/Wheel Balance & Rotation	86	\$15.97	\$49,932
Lube/Oil Change and Oil Filters	84	\$75.72	\$236,690
Vehicle Motor Repair/Replacement	84	\$77.01	\$240,748
Vehicle Motor Tune-up	85	\$52.68	\$164,688
Vehicle Shock Absorber Replacement	89	\$5.94	\$18,571
Vehicle Steering/Front End Repair	89	\$24.68	\$77,161
Tire Repair and Other Repair Work	89	\$57.71	\$180,409

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,563	6,706
Households		3,126	3,204
Families		1,625	1,650
Median Age		42.9	43.6
Median Household Income		\$46,148	\$54,388
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	89	\$5,189.67	\$16,222,896
Savings Accounts	89	\$11,728.34	\$36,662,800
U.S. Savings Bonds	89	\$367.20	\$1,147,855
Stocks, Bonds & Mutual Funds	89	\$34,615.43	\$108,207,827
<b>Annual Changes</b>			
Checking Accounts	73	\$189.66	\$592,890
Savings Accounts	94	\$365.59	\$1,142,836
U.S. Savings Bonds	97	\$2.32	\$7,243
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	91	\$892.27	\$2,789,246
Interest from Savings Accounts or Bonds	92	\$842.00	\$2,632,091
Retirement Plan Contributions	82	\$1,128.04	\$3,526,258
<b>Liabilities</b>			
Original Mortgage Amount	79	\$16,901.98	\$52,835,589
Vehicle Loan Amount 1	79	\$2,149.74	\$6,720,078
<b>Amount Paid: Interest</b>			
Home Mortgage	79	\$3,666.77	\$11,462,334
Lump Sum Home Equity Loan	83	\$108.22	\$338,297
New Car/Truck/Van Loan	80	\$166.85	\$521,563
Used Car/Truck/Van Loan	80	\$129.61	\$405,162
<b>Amount Paid: Principal</b>			
Home Mortgage	79	\$1,574.07	\$4,920,551
Lump Sum Home Equity Loan	84	\$140.61	\$439,546
New Car/Truck/Van Loan	80	\$894.31	\$2,795,619
Used Car/Truck/Van Loan	80	\$604.78	\$1,890,534
Checking Account and Banking Service Charges	86	\$24.02	\$75,080
Finance Charges, excluding Mortgage/Vehicle	86	\$210.00	\$656,473

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	3,405	Population	6,563
2010-2015 Percent Change	4.49%	Households	3,126
Percent Occupied	91.8%	Families	1,625
Percent Owner HHs	50.6%	Median Age	42.9
Median Home Value	\$140,211	Median Household Income	\$46,148
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	82	\$9,640.84	\$30,137,264
Mortgage Interest	79	\$3,666.77	\$11,462,334
Mortgage Principal	79	\$1,574.07	\$4,920,551
Property Taxes	88	\$1,943.38	\$6,075,018
Homeowners Insurance	81	\$365.24	\$1,141,755
Ground Rent	85	\$61.92	\$193,558
Maintenance and Remodeling Services	84	\$1,659.80	\$5,188,522
Maintenance and Remodeling Materials	77	\$285.75	\$893,266
Property Management and Security	98	\$83.90	\$262,261
<b>Rented Dwellings</b>	108	\$3,715.05	\$11,613,240
Rent	109	\$3,545.93	\$11,084,589
Rent Received as Pay	104	\$95.63	\$298,950
Renters' Insurance	108	\$14.03	\$43,871
Maintenance and Repair Services	91	\$19.29	\$60,304
Maintenance and Repair Materials	76	\$40.16	\$125,526
<b>Owned Vacation Homes</b>	89	\$411.78	\$1,287,210
Mortgage Payment	85	\$174.26	\$544,747
Property Taxes	93	\$104.63	\$327,084
Homeowners Insurance	95	\$14.00	\$43,757
Maintenance and Remodeling	89	\$103.17	\$322,497
Property Management and Security	92	\$15.72	\$49,126
Housing While Attending School	86	\$70.10	\$219,133
<b>Household Operations</b>	82	\$1,298.78	\$4,059,984
Child Care	80	\$370.86	\$1,159,301
Care for Elderly or Handicapped	105	\$76.10	\$237,873
Appliance Rental and Repair	86	\$20.89	\$65,313
Computer Information Services	86	\$208.72	\$652,454
Home Security System Services	84	\$21.88	\$68,393
Non-Apparel Household Laundry/Dry Cleaning	15	\$5.69	\$17,791
Housekeeping Services	86	\$131.96	\$412,502
Lawn and Garden	82	\$344.78	\$1,077,768
Moving/Storage/Freight Express	83	\$50.68	\$158,436
PC Repair (Personal Use)	86	\$7.58	\$23,694
Reupholstering/Furniture Repair	85	\$6.75	\$21,099
Termite/Pest Control	78	\$18.88	\$59,026
Water Softening Services	78	\$4.39	\$13,712
Internet Services Away from Home	87	\$2.32	\$7,248
Voice Over IP Service	101	\$6.75	\$21,099
Other Home Services (1)	90	\$20.56	\$64,275

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	87	\$3,925.03	\$12,269,644
Bottled Gas	72	\$48.88	\$152,807
Electricity	85	\$1,438.17	\$4,495,731
Fuel Oil	106	\$118.46	\$370,314
Natural Gas	93	\$610.51	\$1,908,470
Telephone Services	86	\$1,244.82	\$3,891,317
Water and Other Public Services	84	\$457.87	\$1,431,305
Coal/Wood/Other Fuel	73	\$6.30	\$19,701
<b>Housekeeping Supplies</b>	85	\$597.14	\$1,866,647
Laundry and Cleaning Supplies	84	\$159.78	\$499,462
Postage and Stationery	86	\$175.09	\$547,321
Other HH Products (2)	86	\$262.27	\$819,864
<b>Household Textiles</b>	84	\$111.98	\$350,035
Bathroom Linens	86	\$15.21	\$47,533
Bedroom Linens	85	\$52.63	\$164,521
Kitchen and Dining Room Linens	85	\$2.61	\$8,172
Curtains and Draperies	82	\$23.65	\$73,920
Slipcovers, Decorative Pillows	88	\$3.75	\$11,723
Materials for Slipcovers/Curtains	82	\$12.58	\$39,338
Other Linens	88	\$1.54	\$4,828
<b>Furniture</b>	84	\$502.81	\$1,571,780
Mattresses and Box Springs	83	\$66.30	\$207,255
Other Bedroom Furniture	81	\$87.19	\$272,552
Sofas	86	\$131.10	\$409,804
Living Room Tables and Chairs	85	\$70.54	\$220,520
Kitchen, Dining Room Furniture	83	\$51.58	\$161,225
Infant Furniture	84	\$9.33	\$29,158
Outdoor Furniture	84	\$22.41	\$70,066
Wall Units, Cabinets, Other Furniture (3)	81	\$64.36	\$201,202
<b>Major Appliances</b>	82	\$248.25	\$776,029
Dishwashers and Disposals	82	\$22.47	\$70,239
Refrigerators and Freezers	80	\$65.59	\$205,039
Clothes Washers	81	\$40.41	\$126,326
Clothes Dryers	82	\$31.38	\$98,081
Cooking Stoves and Ovens	83	\$39.13	\$122,309
Microwave Ovens	89	\$11.31	\$35,363
Window Air Conditioners	89	\$6.26	\$19,576
Electric Floor Cleaning Equipment	79	\$17.82	\$55,710
Sewing Machines and Miscellaneous Appliances	86	\$13.88	\$43,386

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	90	\$67.67	\$211,523
Housewares	75	\$64.71	\$202,291
Small Appliances	87	\$28.54	\$89,215
Window Coverings	78	\$30.33	\$94,827
Lamps and Other Lighting Fixtures	85	\$19.94	\$62,341
Infant Equipment	22	\$4.47	\$13,970
Rental of Furniture	97	\$4.49	\$14,023
Laundry and Cleaning Equipment	83	\$18.57	\$58,054
Closet and Storage Items	17	\$4.32	\$13,493
Luggage	84	\$7.75	\$24,213
Clocks and Other Household Decoratives	23	\$48.16	\$150,551
Telephones and Accessories	57	\$24.29	\$75,937
Telephone Answering Devices	85	\$0.71	\$2,235
Grills and Outdoor Equipment	21	\$11.10	\$34,706
Power Tools	75	\$24.10	\$75,344
Hand Tools	86	\$8.89	\$27,784
Office Furniture/Equipment for Home Use	82	\$13.45	\$42,048
Computers and Hardware for Home Use	85	\$163.70	\$511,718
Software and Accessories for Home Use	85	\$24.18	\$75,602
Other Household Items (4)	83	\$86.26	\$269,641

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,563	6,706
Households		3,126	3,204
Families		1,625	1,650
Median Household Income		\$46,148	\$54,388
Males per 100 Females		84.6	85.3
<b>Population By Age</b>			
Population <5 Years		6.0%	5.8%
Population 5-17 Years		14.5%	14.5%
Population 65+ Years		21.4%	23.0%
Median Age		42.9	43.6
	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	88	\$3,287.44	\$10,276,547
<b>Medical Care</b>	87	\$1,557.57	\$4,868,963
Physician Services	83	\$187.71	\$586,779
Dental Services	88	\$284.91	\$890,621
Eyecare Services	84	\$42.15	\$131,770
Lab Tests, X-Rays	80	\$44.20	\$138,172
Hospital Room and Hospital Services	82	\$112.04	\$350,244
Convalescent or Nursing Home Care	114	\$26.34	\$82,345
Other Medical services (1)	83	\$92.47	\$289,065
Nonprescription Drugs	84	\$86.35	\$269,944
Prescription Drugs	89	\$442.00	\$1,381,707
Nonprescription Vitamins	88	\$50.05	\$156,471
Medicare Prescription Drug Premium	103	\$51.01	\$159,454
Eyeglasses and Contact Lenses	86	\$66.31	\$207,290
Hearing Aids	94	\$20.41	\$63,796
Medical Equipment for General Use	83	\$5.26	\$16,441
Other Medical Supplies (2)	91	\$46.34	\$144,865
<b>Health Insurance</b>	89	\$1,729.87	\$5,407,583
Blue Cross/Blue Shield	86	\$479.96	\$1,500,350
Commercial Health Insurance	84	\$313.39	\$979,649
Health Maintenance Organization	86	\$287.65	\$899,192
Medicare Payments	101	\$416.21	\$1,301,072
Long Term Care Insurance	92	\$76.68	\$239,689
Other Health Insurance (3)	92	\$155.99	\$487,632

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

Milford, OH  
Milford city, OH (3902550176)  
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		6,563	6,706
Households		3,126	3,204
Families		1,625	1,650
Median Age		42.9	43.6
Median Household Income		\$46,148	\$54,388
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	86	\$535.06	\$1,672,597
Admission to Movies, Theater, Opera, Ballet	87	\$131.94	\$412,459
Admission to Sporting Events, excl.Trips	85	\$50.42	\$157,605
Fees for Participant Sports, excl.Trips	86	\$91.57	\$286,236
Fees for Recreational Lessons	84	\$115.06	\$359,679
Membership Fees for Social/Recreation/Civic Clubs	89	\$145.32	\$454,280
Dating Services	97	\$0.75	\$2,339
Rental of Video Cassettes and DVDs	84	\$34.79	\$108,758
<b>Toys &amp; Games</b>	84	\$121.91	\$381,096
Toys and Playground Equipment	84	\$118.08	\$369,109
Play Arcade Pinball/Video Games	95	\$1.80	\$5,640
Online Entertainment and Games	88	\$2.03	\$6,347
<b>Recreational Vehicles and Fees</b>	73	\$235.14	\$735,036
Docking and Landing Fees for Boats and Planes	90	\$6.39	\$19,964
Camp Fees	83	\$24.07	\$75,251
Purchase of RVs or Boats	71	\$197.75	\$618,155
Rental of RVs or Boats	81	\$6.93	\$21,667
<b>Sports, Recreation and Exercise Equipment</b>	64	\$115.99	\$362,596
Exercise Equipment and Gear, Game Tables	67	\$55.35	\$173,028
Bicycles	86	\$17.04	\$53,254
Camping Equipment	33	\$4.72	\$14,744
Hunting and Fishing Equipment	47	\$17.92	\$56,014
Winter Sports Equipment	74	\$4.80	\$15,013
Water Sports Equipment	78	\$5.17	\$16,166
Other Sports Equipment	83	\$7.91	\$24,714
Rental/Repair of Sports/Recreation/Exercise Equipment	77	\$3.09	\$9,663
<b>Photographic Equipment and Supplies</b>	84	\$86.45	\$270,228
Film	83	\$6.12	\$19,138
Film Processing	83	\$18.70	\$58,462
Photographic Equipment	85	\$36.28	\$113,419
Photographer Fees/Other Supplies & Equip Rental/Repair	82	\$25.34	\$79,209
<b>Reading</b>	90	\$140.08	\$437,885
Magazine/Newspaper Subscriptions	93	\$58.76	\$183,682
Magazine/Newspaper Single Copies	93	\$17.77	\$55,542
Books	88	\$63.55	\$198,661

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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